



## Pure Silk Becomes Title Sponsor of LPGA Event at Kingsmill Resort

*The 2019 Pure Silk Championship will be held May 20-26*

**DAYTONA BEACH, Fla., Nov. 19, 2018** – The Ladies Professional Golf Association (LPGA) and Kingsmill Resort announced today that Pure Silk will become the official title sponsor of the newly renamed Pure Silk Championship.

Pure Silk has agreed to a three-year deal from 2019-2021 as title sponsor of the storied tournament at the historic River Course at the Kingsmill Resort. The 15th edition of the Pure Silk Championship will be played May 20-26, 2019, at Kingsmill Resort in Williamsburg, Va., for a \$1.3 million purse.

“A leader in women’s shave cream and now razors, Pure Silk has been a proud LPGA partner since 2013,” said **Tom Murray**, CEO of Perio Inc., the parent company of Pure Silk. “We are excited to be in Williamsburg and serve as the title sponsor of the Pure Silk Championship and continue to sponsor an outstanding roster of LPGA Tour Professionals.”

“We are extremely excited to welcome Pure Silk as our title sponsor over the next three years of the annual LPGA championship at Kingsmill Resort,” Kingsmill Resort’s Chief Operating Officer **John Hilker** said. “Pure Silk brings to the table energy that we are sure will elevate the player and fan experience. Their sincere commitment to service and quality goes hand-in-hand with our core values—it just makes sense. We are looking forward to working with Pure Silk as we continue the tradition of providing a fun event that fosters a strong competition for players, a genuine camaraderie and further investment in the growth and love of the game of golf.”

The new partnership allows the LPGA to continue to add to the list of past winners at Kingsmill, which includes LPGA and World Golf Hall of Famers **Annika Sorenstam**, **Se Ri Pak** and **Karrie Webb** along with LPGA veteran **Cristie Kerr**, who has three titles to her name.

“Pure Silk and Kingsmill Resort have been incredible partners and supporters of the LPGA for many years, so this is a great match,” LPGA Commissioner **Michael Whan** said. “Pure Silk is not only an incredible title partner, but also a marketing partner, a sponsor of numerous LPGA athletes and most importantly a great friend. We’re excited to build on the rich history the LPGA has at Kingsmill with the Pure Silk Championship.”

The 2018 tournament was one for the record books, as current World No. 1 **Ariya Jutanugarn** survived a three-way playoff over Japanese teen sensation **Nasa Hataoka** and two-time major champion **In Gee Chun**. On the second playoff hole, Jutanugarn drilled a 15-footer for birdie to claim her first of three wins of the 2018 season and her second title in the last three seasons on the River Course.

At the 2017 tournament, **Lexi Thompson** famously skydived into her pro-am and then went on to set a tournament scoring record and capture her eighth career win on the LPGA Tour. After her win she said, “The atmosphere of this tournament is something you can’t really describe. Just the town and the fans that come out, it’s a very relaxing and supportive community for this event, and I think we all just really enjoy coming here.”



## **About the LPGA**

The LPGA is the world's leading professional golf organization for women. Founded in 1950 and headquartered in Daytona Beach, Fla., the association celebrates a diverse and storied membership with more than 2,300 members representing more than 30 countries. With a vision to inspire, empower, educate and entertain by showcasing the very best of women's golf, LPGA Tour Professionals compete across the globe, while the Symetra Tour, the official development and qualifying tour of the LPGA, consistently produces a pipeline of talent ready for the world stage. Additionally, LPGA Teaching and Club Professionals directly impact the game through teaching, coaching and management.

The LPGA demonstrates its dedication to the development of the game through The LPGA Foundation. Since 1991, this charitable organization has been committed to empowering and supporting girls and women through developmental and humanitarian golf initiatives, such as LPGA\*USGA Girls Golf.

Follow the LPGA on its television home, Golf Channel, and on the web via [www.LPGA.com](http://www.LPGA.com). Join the social conversation at [www.facebook.com/lpga](https://www.facebook.com/lpga), [www.twitter.com/lpga](https://www.twitter.com/lpga) and [www.youtube.com/lpgavideo](https://www.youtube.com/lpgavideo), and on Instagram at @lpga\_tour.

## **About Kingsmill Resort**

Kingsmill is a AAA Four-Diamond resort. To plan your trip to Kingsmill, visit [www.kingsmill.com](http://www.kingsmill.com). To receive the latest updates on Kingsmill become a fan on Facebook at [www.facebook.com/kingsmillresort.VA](https://www.facebook.com/kingsmillresort.VA) and follow @KingsmillResort on Twitter. Kingsmill is located on the James River off I-64 between Richmond and Norfolk and within minutes from Williamsburg's numerous destinations including Busch Gardens, Colonial Williamsburg, The College of William & Mary, Jamestown Settlement and the American Revolution Museum at Yorktown.

## **About Perio Inc.**

Perio, Inc. is a consumer products company headquartered in Dublin, Ohio and owner of the Barbasol and Pure Silk brands. Barbasol has been trusted by generations of men for 100 years and is proud to offer a comprehensive lineup of shaving cream, razors, personal care and grooming tools. Pure Silk is also a leader in the shave category and has a full offering of shaving cream, razors and personal care products. Barbasol and Pure Silk products are available at retailers nationwide.

## **Media Contact**

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