

This week on the LPGA Tour:

BMW Ladies Championship at Seowon Valley Country Club



Aon Insight

Coming down the stretch at Seowon Hills, players must take advantage of the scoring opportunity on the 17th hole, especially when the front tees are utilized. The 17th, playing as a strong dogleg right around water, invites longer hitters to go for the green when teeing off from front tees. When playing from the back tees, most of the field is expected to hit less than driver off the tee. The main decision players face off the tee is what line to take with their drive. Players that opt to lay up will need to navigate the bunker on the left of the landing zone and the water that runs up the right-hand side. If players try to for the green, a combination of distance and accuracy is required.

17 **4** **360**
Hole Par Yards

THIS WEEK	PLAYER	SCORE UNDER PAR	ROUNDS COMPLETED	ROUNDS TO GO
1	Ruoning Yin	-0.929	56	0
T2	Lilia Vu	-0.885	52	0
T2	Jeeno Thitikul	-0.885	52	0
4	Haeran Ryu	-0.861	72	0
5	Patty Tavatanakit	-0.846	52	0
6	Natthakritta Vongtaveelap*	-0.833	26	14
7	Nelly Korda	-0.808	52	0
8	Ayaka Furue	-0.794	68	0
9	Jennifer Kupcho	-0.789	76	0
10	Hye-Jin Choi	-0.786	84	0

*Has not currently met the 40 round minimum to qualify



Aon Risk Reward Challenge



Number of tournaments

30

Prize money awarded

\$1M

2023 Winner: Angel Yin

About Aon

Aon is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

Aon's golf partnerships are anchored by a clear narrative – insight derived from data and delivered by experts – our sports partnerships allow us to connect authentically with our clients and colleagues around their passion points.

In addition to partnerships with the PGA TOUR and LPGA Tour, Aon is a worldwide partner of the Ryder Cup.

What is the Aon Risk Reward Challenge?

The Aon Risk Reward Challenge is a season-long competition on the LPGA Tour testing the abilities of the world's best players to make thoughtful, strategic decisions on the most challenging holes ("Aon Risk Reward Challenge holes") throughout the year.

At the end of the regular season, the most consistent player on Tour, with the lowest average score under par, on the Aon Risk Reward Challenge holes captures the \$1 million prize and the Aon trophy.

Aon's Risk Reward Challenge Scoring

One hole is selected at each tournament as the designated Aon Risk Reward Challenge hole for the week (hole is strategically challenging in nature).

For every participating event, a player's best two scores on the designated hole counts towards the season-long leaderboard.

The player with lowest average score under par across the regular season wins the Aon Risk Reward Challenge and will be awarded at the CME Group Tour Championship.

Aon and the PGA TOUR

The 2024 season will showcase the next evolution of Aon's partnership with the PGA TOUR, which will integrate the use of real-time analytics and capitalize on changes to the TOUR's reimagined 2024 schedule.

Aon will headline the Aon Next 10 and the Aon Swing 5, which recognize better decision-making and the elite performance required to break into Signature Events.

Key elements of the Aon Risk Reward Challenge program have evolved to "Better Decisions Breakdown" segments that use emerging technology to provide real-time analysis of player decisions. To learn more, visit

pgatour.com/aonbetterdecisions

Upcoming Aon Risk Reward Challenge Holes

- Maybank Championship (16th)
- TOTO Japan Classic (13th)

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Players, caddies and LPGA or Aon Executives are available to provide quotes and insight about this week's Aon Risk Reward Challenge hole or the season-long competition.

Watch Aon Risk Reward Challenge Hole Breakdowns All Season Long

[Watch Now On Aon's YouTube Channel](#)