

This week on the LPGA Tour:

Dana Open at Highland Meadows Golf Club



Aon Insight

With rain softening the course, average driving distance on the 17th hole at Highland Meadows GC took a steep drop of 19 yards from '22 to '23. This led to the rate of players who decided to go for the green falling from 23% to just 7%. Much of the field was unable to take advantage of their length off the tee - but not tournament winner Linn Grant in rounds one and three. She went for it in two both days after pounding drives 13 yards beyond the field average, making birdie both days.

17 **5** **517**
Hole Par Yards

17th Hole at Highland Meadows GC

	2022	2023
Driving Distance	259 yds (98% Driver)	240 yds (99% Driver)
Fairways Hit	56%	42%
Missed Fairway Penalty	0.32	-0.01
Go for Green	23%	7%
Go for Green SG	+0.33	+0.33

Leaderboard Update

POS	PLAYER	SCORE TO PAR
1	Auston Kim	-0.958
2	Atthaya Thitikul	-0.938
3	Lilia Vu	-0.889
4	Madelene Sagstrom	--0.885
T5	Haeran Ryu	-0.875
T5	Ruoning Yin	0.875



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

- **Women's Scottish Open (14th)**
- **AIG Women's Open (12th)**

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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

