

# This week on the LPGA Tour: Meijer LPGA Classic for Simply Give at Blythefield Country Club



## Aon Insight

There's ample opportunity for scoring on the 14th hole at Blythefield Country Club, with players carding birdie or eagle nearly 40 percent of the time last year. To take advantage, an accurate drive is very important: one in three players who miss the fairway lose, on average, more than four-tenths of a stroke. Meanwhile, hitting the fairway makes a player more than three times as likely to go for the green in two. Last year's Meijer Classic winner Leona Maguire hit the fairway all four rounds and gained 3.7 strokes on the field on this hole alone.

**14**     **5**     **479**  
Hole    Par    Yards

14 <sup>th</sup> Hole at Blythefield CC		
	2022	2023
Driving Distance	249 yds (Driver)	254 yds (Driver)
Fairways Hit	65%	66%
Missed Fairway Penalty	0.35	0.48
Go for Green	41%	52%
Go for Green SG	+0.29	+0.32

Leaderboard Update		
POS	PLAYER	SCORE TO PAR
1	Auston Kim	-1.000
2	Nelly Korda	-0.938
T3	Mina Harigae	-0.900
T3	Mel Reid	-0.900
T3	Atthaya Thitikul	-0.900



## 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](https://pgatour.com/aonbetterdecisions)

### Upcoming Aon Risk Reward Challenge Holes

- KPMG Women's PGA Championship (18<sup>th</sup>)
- Amundi Evian Championship (18<sup>th</sup>)

### Media Contact

Savannah Sheehy | (561) 901-5511  
[Savannah.Sheehy@caa.com](mailto:Savannah.Sheehy@caa.com)

*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](#)