

This week on the LPGA Tour:

Walmart NW Arkansas Championship at Pinnacle Country Club



Aon Insight

The 14th hole at Pinnacle CC is a par five that has played drastically different in the past depending on which tee box is in play. Traditionally, the back tees are in use for rounds one and two. From there, players have prioritized position off the tee rather than distance, with less than 30% of players using driver. In the final round, the tees move up more than 70 yards. Players have decided to use driver from that tee 85% of the time, with the hole playing more than one-third of a stroke easier in relation to par.

14 5 537/461
Hole Par Yards

14th Hole at Pinnacle CC

	Back Tee	Forward Tee
Driver Usage	27%	85%
Average Score to Par	-0.04	-0.38

**Data from last 3 years at Walmart NW Arkansas Championship*

Leaderboard Update

1	Natthakritta Vongtaveelap	-0.938
2	Haeran Ryu	-0.912
3	Ruoning Yin	-0.885
T4	Lilia Vu	-0.875
T4	Kaitlin Milligan	-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

- Buick LPGA Shanghai (17th)
- BMW Ladies Championship (17th)

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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](#)