

# This week on the LPGA Tour:

Walmart NW Arkansas Championship presented by P&G at Pinnacle CC



**14**      **5**      **549**  
Hole      Par      Yards

## Aon Insight

The 14th hole at Pinnacle CC is a dogleg left par 5 with sloping fairways and slight elevation changes, requiring precision from players throughout the hole, and plays drastically different depending on which tees are in play. Each of the last 3 years, the tees here have been moved up about 76 yards in the final round. Overall, the hole plays 0.34 strokes easier on average when playing from the forward tees. Depending on which tee is in play, players must decide which club to take for their tee shot. 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.

	2022-2023	2024
Driving Distance	240 yds	245 yds
Fairways Hit	78%	87%
GFG	22%	28%
GFG Success	14%	23%
Avg. Score	4.75	4.64

Leaderboard Update		
POS	PLAYER	SCORE TO PAR
T1	Perrine Delacour	-0.900
T1	Jeeno Thitikul	-0.900
3	Minjee Lee	-0.875
T4	Nelly Korda	-0.867
T4	Nasa Hataoka	-0.867



## Aon Risk Reward Challenge



Number of  
tournaments

**30**

Prize money  
awarded

**\$1M**

**2024 Winner: Jeeno Thitikul**

### 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 2025 season will showcase the continuation 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 2025 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 Decision 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

- **LOTTE Championship presented by Hoakalei (18<sup>th</sup>)**
- **Buick LPGA Shanghai (17<sup>th</sup>)**

### Watch Aon Risk Reward Challenge Hole Breakdowns All Season Long

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



#### Media Contact

Savannah Sheehy | (561) 901-5511

[Savannah.Sheehy@caa.com](mailto:Savannah.Sheehy@caa.com)

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