

This week on the LPGA Tour:

Walmart NW Arkansas Championship



14 **5** **512**
Hole Par Yards

Aon Insight

The Par-4 14th hole served as one of the most consequential holes in the last full playing of the Walmart Championship in 2024. Jasmine Suwannapura and Lucy Li who met in a playoff had ranges of success, from eagles to double-bogeys, on the dogleg left. With water hugging the entire left of the hole, a straight tee-shot is crucial to attacking the hole in two. However, the challenge doesn't stop there with water covering the entire front of the green for those looking to attack the hole. The Aon insight centers around the decision of the second shot, whether to go for the green or play it safe and the necessity of keeping the ball in play regardless of the players strategy.

Leaderboard Update

POS	PLAYER	SCORE TO PAR
1	Ryann O'Toole	-0.917
2	Jeeno Thitikul	-0.813
T3	Gaby Lopez	-0.750
T3	Sei Young Kim	-0.750
5	Hyo Joo Kim	-0.731
6	Olivia Cowan	-0.722
7	Haeran Ryu	-0.700
8	Lottie Woad	-0.694
9	Brooke Henderson	-0.688
10	Miyu Yamashita	-0.667



Aon Risk Reward Challenge



Number of
tournaments

Prize money
awarded

28 **\$1M**

2025 Winner: Jennifer Kupcho

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.

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 2026 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 2026 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

Upcoming Aon Risk Reward Challenge Holes

- **Lotte Championship (18th)**
- **Buick LPGA Shanghai (16th)**
- **BMW Ladies Championship (17th)**
- **Maybank Championship (16th)**

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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.