

2013 PGA TOUR WINNER

KEN DUKE



WINNER 2013 TRAVELERS CHAMPIONSHIP

INSPIRATION

In one of the most exciting finishes of the season, 2.3 million people watched a beaming Ken Duke win the Travelers Championship.

As one Sports Columnist said "Duke's win was the feel good story of the year. Not just in golf, but in all sports."

Ken was born in the small town of Hope Arkansas, the same hometown of President Bill Clinton.

In 7th grade Ken was diagnosed with Scoliosis, a curvature of the spine. He wore a back brace 23-hours a day for two years, but the condition worsened.

When the curvature reached 72%, Ken underwent spinal surgery in which a 16-inch metal rod was attached to his spine to facilitate straightening.

Without surgery, the pressure on Ken's heart and lungs would become life-threatening.

DEDICATION

Just six months after surgery -- while playing in a back-brace -- Ken won Medalist honors at a District Tournament.. and he just kept going.

At the age of 44, Ken still has that 16-inch metal rod in his back, a constant companion and reminder of what he's been through. But Ken continues to 'give back' raising funds for Scoliosis research and treatment, and visiting children who are suffering from the condition.

Ken Duke: a walking, talking, inspiration. A role model for the real world.



KEN VISITS SCOLIOSIS PATIENTS

Long known as one of the nicest guys on Tour and one of the Tour's very best ball-strikers, Ken is fantastic in pro-ams and goes out of his way to make sure CEO's, executives, clients, sponsors, and VIP's have an experience on the golf course they will never forget.

With his win Ken will be receiving a great deal of exposure. He's in the Majors -- including the Masters -- as well as national and international WGC events and the PGA Tour Playoffs for the Fed Ex Cup.

Ken was voted 'Avis Player of the Month' for June in an on-line poll on pgatour.com. Ken received 51% of the vote, more than US Open Champion Justin Rose, Bill Haas and Matt Kucher.

Quickly becoming a fan favorite, Ken is humble, approachable and relatable. Ken is an everyman and an extraordinary man all in one.



HOPE ARKANSAS NATIVES

Ken Duke and President Bill Clinton both from Hope Arkansas.

Every time Ken 'tees-it-up' he gives HOPE to millions.

PGA TOUR WINNER: KEN DUKE



KEN DUKE

Height: 6 ft, 1in

Weight: 205

Birthday: 1/29/1969

Birthplace: Hope, Arkansas

Residence: Palm City, FL

Education: Henderson State University

Family: Wife Michelle

daughters Ashley and Lauren



Career Snapshot

- 2013 Winner of the PGA Tour Travelers Championship
- Upcoming 2014 Masters Participant
- 5 total professional wins (PGA, Web, Canada, etc.)
- Top 100 in the Official World Golf Ranking
- 3 Career PGA Tour Runner-up finishes
- 20 Career PGA Tour Top 10's
- 45 Career PGA Tour Top 25's
- Won twice on the Canadian Tour and won their Order of Merit in 1999

Social Media Presence

- <http://kenduke.com/>
- <https://www.facebook.com/KenDukeGolf>
- <https://twitter.com/DukePGA>



An example of a VERY popular place for giveaways the 16th Hole of the Phoenix Open. Ken Duke tossing shirts into the stands in 2014.



Giving Back

Scoliosis Research Society (SRS) – serves as a spokesperson and visits with scoliosis patients in hospitals throughout the year providing encouragement and support.

The Ken Duke Endowed Chair in Scoliosis - University of Arkansas for Medical Sciences established The Ken Duke Endowed Chair in Scoliosis. Funds from the chair treat spinal deformities, tumors and fractures. Last July, Ken donated \$50,000 for winning “Avis Player of the Month” to the University of Arkansas for Medical Sciences.

Travelers Championship Donation - During the trophy ceremony for The Travelers Championship, Ken got out his checkbook and wrote a check to the Travelers' Charity organization -- New England Charities -- for \$25,000! The crowd went crazy, as Tournament officials jaws dropped.



KEN DUKE'S POPULARITY SKY-ROCKETING



PLAYER OF THE MONTH VOTING

Ken Duke was the overwhelming winner, besting US Open Champion Justin Rose, former Players Champion Matt Kucher and former Fed Ex Cup winner Bill Haas.

Fans voted on pgatour.com

You gave Ken Duke Player of the Month.

We gave his favorite charity \$50,000.

The fans have spoken! After his exciting come from behind win at the Travelers Championship, you voted Ken Duke the June PGA TOUR Player of the Month. Avis is proud to present him with the title and to make a donation of \$50,000 to the UAMS Jackson T. Stephens Spine & Neurosciences Institute.

Thanks to all the fans who voted! Don't forget to vote for our next winner at pgatour.com/pom

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PLAYER OF THE MONTH
PRESENTED BY **AVIS**

New Advertisement TaylorMade Golf

Ken Duke alongside, 29-year-old Dustin Johnson, 31-year-old Ryan Moore and 33-year-old Justin Rose



2014 EXPOSURE



GOLF CHANNEL

One of three appearances on their popular show MORNING DRIVE in 2014. Ken teaching the winning 'fist-pump'

GOLF MAGAZINE

First picture in Table of Contents
Featured in 2-page article
"The Front 9" Segment
1,420,995 Circulation

GOLF WEEK

Featured in the first issue of 2014
4-page article
"For Your Game" segment
Most read Magazine by PGA Tour
Players and those in the Golf Industry



Voted The Ben Hogan Award Winner
by the Golf Writers Association of America
*Awarded for courage in golf despite a
physical handicap or serious illness.
*Award presented in ceremony at
the Masters!

