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CALIFORNIA RISES RAISES OVER \$8 MILLION FOR WILDFIRE RELIEF WITH ADDITIONAL \$300,000 FROM BIRDIES FOR GOOD AND OTHER INITIATIVES DURING 2025 GENESIS INVITATIONAL

- \$302,915 raised for California Rises, the initiative by Genesis, TGR Live, and PGA TOUR during The Genesis Invitational, supporting Southern California wildfire relief and recovery.
- Charitable organizations receiving donations from California Rises include the American Red Cross, World Central Kitchen, the California Fire Foundation, and the Genesis Inspiration Foundation.

SAN DIEGO, Feb. 17, 2025 — The 2025 Genesis Invitational concluded Sunday, Feb. 16 at Torrey Pines Golf Course in San Diego, marking a historic week of world-class golf and charitable impact through California Rises, the joint initiative launched by Genesis, TGR Live, and the PGA TOUR. This year's tournament served as a dedicated platform to highlight the strength of the Los Angeles community, first responders, and the various organizations providing support to those affected by the Southern California wildfires.

Through the "Birdies for Good" initiative at the 2025 Genesis Invitational, every birdie, eagle and hole-in-one helped contribute to wildfire relief. Genesis donated \$300 per birdie and eagle and a \$10,000 for every hole-in-one that occurred. At the conclusion of the tournament, 868 birdies and eagles were made with two spectacular hole-in-ones from champion Ludvig Åberg, and Keegan Bradley, totaling \$279,800 through Birdies for Good to be donated to California Rises.

Over the course of the tournament, players, fans, and partners made a lasting impact beyond the leaderboard. Several players joined wildfire recovery and relief efforts pledging their own donations prior and during The Genesis Invitational, further demonstrating the spirit of giving that defined this year's tournament.

"Congratulations to Ludvig Åberg on his victory this weekend. While we saw incredible performances on course this week, we witnessed the power of the golf community coming together to support those in need," said Tedros Mengiste, chief operating officer, Genesis Motor North America. "Through California Rises, and the generosity of players, fans, and partners, we've raised critical funds for relief and rebuilding efforts. We are prouder than ever to stand with Los Angeles, alongside our partners at TGR Live and the PGA TOUR, and support this community as they recover from the devastating wildfires."



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Fans and visitors contributed to California Rises through the purchase of tickets and California Rises merchandise. Over the course of the tournament, \$23,115 worth of merchandise was sold, with 100% of the proceeds supporting the initiative.

Prior to The Genesis Invitational, Genesis announced its commitment to wildfire recovery and relief with 100 tournament vehicles, valued at \$7.5 million¹, donated to nonprofit organizations, including the Salvation Army – Southern California Division, ThinkWatts Foundation, and the Los Angeles Fire Department Foundation. The Genesis SUV models donated, including GV70, which is assembled in the U.S., and the GV80 family, will support organizations for disaster relief and recovery efforts, including providing aid to families and individuals who have lost their transportation.

The brand's Southern California retail partners have also contributed \$150,000 to date, bringing the brand's total wildfire relief charitable contributions above \$8 million.

Beyond the charitable contributions, the tournament honored first responders, front-line workers, and those personally impacted by the wildfires. California firefighters and first responders were welcomed as special guests, receiving exclusive access including spots in the official pro-am, engagement with PGA TOUR players, and recognition throughout the week in appreciation of their service.

Their stories, and those of the four California Rises beneficiaries, were featured during the live tournament broadcast on GOLF Channel, CBS, and PGA TOUR LIVE on ESPN+ and across PGA TOUR social platforms.

The Genesis Lounge allowed supporters the opportunity to send thank you notes to first responders through "Postcards from the Tee" and view the L.A. artist, Jonas Never's, themed California Rises poster featuring the Genesis golf bear embracing the state of California.

Chippin' In, a PGA TOUR Studios original content series starring Jason Kennedy and Jimmy Darts – made its debut on PGA TOUR YouTube Channel and PGA TOUR FAST channel, blending competition and meaningful conversations with significant impact. The pilot episode highlighted PGA TOUR and California natives Max Homa and Collin Morikawa as the pair raised money for the California Fire Foundation, as part of Genesis' monetary commitment to California Rises and backing from FedEx. An Altadena family, who lost their home to the wildfires, was featured on the episode and surprised with a \$10,000 donation and GV80 SUV.

Additional Chippin' In content was featured across TOUR social platforms and in live coverage of The Genesis Invitational on GOLF Channel and CBS.

¹ Calculated based on MSRP and freight costs



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