



**THE PLAYERS'  
TRIBUNE**



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## **THE JOHN SHIPPEN LAUNCHES STRATEGIC PARTNERSHIP WITH THE PLAYERS' TRIBUNE AND MINUTE MEDIA TO PROMOTE THE STORY OF JOHN SHIPPEN, JR. AND BLACK GOLFERS**

**THE JOHN SHIPPEN National Golf Invitational Invites the Nation's Top Black Women and Men Amateur & Professional Golfers to Compete for Five Exemptions on the LPGA and PGA TOUR**

**FOR IMMEDIATE RELEASE**

**DETROIT (May 12, 2022) – THE JOHN SHIPPEN and The Players' Tribune, a Minute Media company,** are excited to announce an all-new partnership aimed at encouraging more recognition and greater opportunities for Black golfers. Inspired by John Shippen, Jr. – the first Black golfer to play in the U.S. Open and the first American-born golf professional – this partnership will bring like-minded brands into the fold to champion diversity and inclusion within the sport.

Established in 2021, THE JOHN SHIPPEN National Golf Invitational Presented by Rocket Mortgage is an event designed to provide opportunities for Black amateur and professional golfers. THE JOHN SHIPPEN Sports Business Summit will also return for its second year to address the lack of representation in business and leadership roles in golf and across professional sports for people of color.

Since its inception, **The Players' Tribune** has been dedicated to giving athletes the platform to share their own stories in their own words. **The Players' Tribune** is built for athletes like John Shippen who transcend what's expected and challenge the status quo, both on the course and away from it.

In celebration of **THE JOHN SHIPPEN** this year, **The Players' Tribune** will create a series of impactful "Letter To..." articles featuring participants in **THE JOHN SHIPPEN**.

Each first-person article will put the power in the featured golfer's hands, allowing them to share their experiences as a Black golfer and the community of supporters around them in a personal, authentic and inspiring way with audiences. The "Letter To..." series is set to debut this summer in conjunction with **THE JOHN SHIPPEN**.

*"By joining the unmatched storytelling of The Players' Tribune with the core mission of **THE JOHN SHIPPEN**, we are advancing a conversation around diversity, equity and inclusion in golf that sports fans need to hear," said **Andres Cardenas, Chief Marketing Officer of Minute Media**. "We are committed to championing the voices of all athletes, and this partnership is one that embodies that mission whole-heartedly."*

*"We are thrilled about this partnership with The Players' Tribune," said **Jason Langwell Executive Vice President of Intersport and Executive Director of the Rocket Mortgage Classic**. "The 'Letter To...' series will give **THE JOHN SHIPPEN** participants a platform to tell their stories and directly impact our mission by creating more exposure and Black representation in golf. The Intersport and Rocket Mortgage teams are passionate about diversity, equity and inclusion, and we partner with organizations like The Players' Tribune committed to making a difference with their mission."*

For updated information on **THE JOHN SHIPPEN**, please visit [www.TheJohnShippen.com](http://www.TheJohnShippen.com) and follow **THE JOHN SHIPPEN** on Facebook and Instagram (@TheJohnShippen) and on Twitter (@TheJShippen). For information about sponsorship opportunities or how to get involved, please email [thejohnshippen@intersport.net](mailto:thejohnshippen@intersport.net).

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#### **ABOUT JOHN SHIPPEN, JR.**

John Shippen, Jr. first worked in golf as a caddie at Shinnecock Hills Golf Club in Southampton, New York, and after playing in his first of six U.S. Opens in 1896, was hired as the golf professional at the Maidstone Club in East Hampton, New York later that year.

Shippen later worked as a golf professional at Aronimink Golf Club near Philadelphia and spent the majority of his working life at Shady Rest Golf Course in Scotch Plains, New Jersey - the first African-American owned and operated golf club in the United States - where he served from 1924-1960.

The John Shippen Memorial Golf Foundation was founded in 1995 by Thurman and Ruby Simmons in Scotch Plains. They began studying his legacy in 1988 and have spent more than 30 years elevating Shippen's name and recognizing his place in American history. In addition to funding paid internship and scholarship opportunities, a portion of the proceeds from **THE JOHN SHIPPEN** will be donated to The John Shippen Memorial Golf Foundation.

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#### **ABOUT INTERSPORT**

Since 1985, Intersport has been an award-winning innovator and leader in the creation of sports, lifestyle, culinary and entertainment-based marketing platforms. With expertise in Sponsorship Consulting, Experiential Marketing, Hospitality, Customer Engagement, Content Marketing, Productions and Sports Properties, this Chicago-based Marketing & Media Solutions Company helps their clients to create ideas, content and experiences that attract and engage passionate audiences. To learn more about Intersport, visit [www.intersport.global](http://www.intersport.global), like us on Facebook or follow us on Twitter and Instagram.

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#### **ABOUT THE PLAYERS' TRIBUNE**

The Players' Tribune (TPT) is a first-of-its-kind content platform that was developed by athletes for athletes to connect them with fans through the power of storytelling. By giving athletes the tools to create truly personal content and tell their stories, The Players' Tribune is reimagining the world of sports and culture through the player's point of view. More than 2,000 athletes have contributed to the platform through impactful and powerful long and short form stories, video series and audio. Founded by Derek Jeter in 2014, TPT provides unique insight into the daily sports conversation and brings fans closer than ever to the games they love. For more information visit [www.theplayerstribune.com](http://www.theplayerstribune.com), or interact with the team on Instagram, Facebook and Twitter.

#### **ABOUT MINUTE MEDIA**

[Minute Media](http://www.MinuteMedia.com) is a leading technology and digital content company. Our proprietary video and multimedia publishing platform, Voltax, powers the creation, distribution, consumption and monetization of third party publishers and advertisers as well as our own sports and culture content brands, including [The Players' Tribune](#), [FanSided](#), [90min](#), [DBLTAP](#), [Mental Floss](#) and [The Big Lead](#). As of September 2021, the company is ranked as a top three property within U.S. sports video unique viewership and U.S. sports reach according to Comscore. For more information, visit [www.MinuteMedia.com](http://www.MinuteMedia.com).

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