



2022 AT&T Byron Nelson Announces Record Proceeds Raised for Momentous Institute

Tournament Also Releases New Economic Impact Numbers for North Texas

[Click here](#) for B-roll and photos.

McKinney, Texas, Aug. 18, 2022 – Salesmanship Club Charitable Golf of Dallas today announced the 2022 AT&T Byron Nelson raised \$7.6 million for Momentous Institute, a new record for the 54-year-old tournament, bringing the total raised for the organization to \$180 million.

Strong ticket and sponsorship sales resulted in the tournament's first sell-out since 2008 as the tournament welcomed fans at full capacity for the first time at TPC Craig Ranch in McKinney, TX.

"We couldn't be more pleased with the success of our second tournament in McKinney," said 2022 AT&T Byron Nelson Tournament Chair Clay Duvall. "To see our hard work and the community's support result in a record amount raised for Momentous Institute is incredibly gratifying. As students head back to school, mental health is on the forefront more than ever, and Momentous Institute continues to lead the way with education and mental health programs that change the odds for children."

The community investments from the tournament, and other Momentous Institute fundraising efforts, support the organization's purpose to drive innovation and progress at the intersection of mental health and education.

Momentous Institute Executive Director, Dr. Jessica Gomez shared, "The incredible support from this year's tournament helps us work alongside children and families, year-round, to provide critical mental health and education services, ultimately building stronger communities."

Throughout the tournament, the AT&T Byron Nelson observed May as Mental Health Awareness month with a new fundraising campaign, Birdies for Mental Health. The campaign was designed to raise awareness around mental health and give fans an opportunity to contribute directly to Momentous Institute. This initiative raised \$200,000, including more than \$20,000 donated by PGA TOUR players who competed in the tournament.

Tournament officials also announced the results of an economic impact study highlighting \$55.4 million economic impact in North Texas. In McKinney alone, the AT&T Byron Nelson provided \$28.8 million in direct economic impact, \$17.9 in direct spending and supported more than 270 jobs in the city.

"The impact of the AT&T Byron Nelson—in community and economic impact—shows that this tournament is much more than a game," said Tournament Director Jon Drago. "We are incredibly grateful to our title sponsor AT&T, our sponsors, partners, volunteers, and fans for their continued support, and we look forward to carrying this momentum into the

2023 tournament.”

K.H. Lee successfully defended his title at the 2022 AT&T Byron Nelson, becoming the tournament’s first back-to-back champion since Tom Watson won three in a row from 1978-1980. Lee started Sunday’s round four shots off the lead but fired a final round 63, one stroke ahead of Jordan Spieth, to top a star-studded field and earn his second PGA TOUR win.

Preparations are underway for the 2023 AT&T Byron Nelson, which will be held May 8-14 at TPC Craig Ranch in McKinney, Texas.

###

About the AT&T Byron Nelson and Momentous Institute

The AT&T Byron Nelson is a premier PGA TOUR event, hosted by the Salesmanship Club of Dallas since 1968. The tournament has raised \$167 Million over the past 53 years, making it the most financially successful charity event on the PGA TOUR. All proceeds from the tournament benefit Momentous Institute, the nonprofit founded by the Salesmanship Club since 1920. Momentous Institute works side-by-side with over 5,500 children and family members each year through its nationally acclaimed Momentous School, innovative therapeutic services, and reaches thousands more through its research and training.

Media Contacts:

Angela Lang, Tony Fay PR | 214.548.0827 | angela@tonyfaypr.com

Betsy Dixon, Tony Fay PR | 214.534.8909 | betsy@tonyfaypr.com



Tony Fay PR | 1, Dallas, TX 75074

[Unsubscribe info@tonyfaypr.com](mailto:info@tonyfaypr.com)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by news@tonyfaypr.com powered by



Try email marketing for free today!