



FRENCH LICK RESORT TO SPONSOR PGA TOUR PROFESSIONAL AND INDIANA NATIVE ADAM SCHENK

FRENCH LICK, Indiana (January 3, 2024) — Indiana’s leading golf resort and a rising PGA TOUR professional from the Hoosier State are joining forces in 2024.

French Lick Resort has announced a sponsor partnership with Adam Schenk, who is fresh off a 2023 season in which he finished 9th in the PGA TOUR’s FedExCup standings. As Schenk launches the 2024 PGA TOUR season starting with The Sentry this week in Hawaii, fans will be able to spot French Lick Resort’s logo on Schenk’s apparel and other branding materials as he competes on the biggest stages in golf.

“Adam grew up playing junior golf and kids’ tournaments on our courses. Many of us around here have watched him play golf from the time he was a junior golfer on up through college, and now on to the PGA TOUR,” said Dave Harner, French Lick Resort’s Director of Golf. “We’re thrilled to partner with him, and he’s a great fit – Adam’s a family guy; we’re a family resort. We look forward to watching him compete on the PGA TOUR representing French Lick Resort.”

Schenk, 31, has been on the PGA TOUR since 2017 and is coming off the best season of his career with seven top-10 finishes in 2023, including runner-up showings at the Valspar Championship and the Charles Schwab Cup Challenge. He was a fixture in the Indiana golf scene prior to his professional breakthrough, winning the Indiana Amateur in 2013 and earning All-American honors at Purdue University.

French Lick is just over an hour away from Vincennes, Indiana, where Schenk grew up on his family’s sod and grain farm. He and wife Kourtney have a newborn son, AJ, and a golden retriever named Bunker.

“French Lick Resort is a top-tier destination here in Indiana and a place I enjoy spending time, both on the golf course and with my family,” Schenk said. “I am grateful for their support and hospitality and am proud to be an ambassador for their brand in 2024.”

Schenk has qualified for the FedExCup Playoffs in five straight seasons, and his top finish in standings guaranteed him entry into the PLAYERS Championship, all signature events, and the majors for 2024 including The Masters, PGA Championship, U.S. Open and The Open Championship.

“It’s going to be exciting to see him on a worldwide stage this season representing French Lick Resort,” Harner said.

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ABOUT FRENCH LICK RESORT

French Lick Resort is a \$600 million historic restoration and casino development project that includes French Lick Springs Hotel, West Baden Springs Hotel, Valley Tower Hotel and French Lick Casino. This premier Midwest resort destination features 757 guest rooms and suites; 45 holes of golf including the fully restored 1917-designed Donald Ross Course at French Lick (home of the 1924 PGA Championship), award-winning Pete Dye Course at French Lick (home of the Korn Ferry Tour Championship presented by United Leasing Finance) and the 1907 Valley Links Course; two world-class spas; meeting and event space totaling 169,000 square feet; and a wide range of dining, activities and entertainment.

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