

Luke Fedlam Quoted by *Golf Digest*

Media Mention

Golf Digest

May 25, 2023

Luke Fedlam was interviewed and quoted by *Golf Digest* regarding the lucrative money angle behind Michael Block's invitation to play the Charles Schwab Challenge. Luke stated, "If you're Michael Block, you want to try to maximize the opportunity that exists right now. The value of a short-term deal is based on television coverage, numbers of eyeballs on that coverage and overall exposure. If the fairy tale story continues, it leads to more opportunities because of the ancillary coverage on news like 'SportsCenter' and in social media."

You can read the full article on *Golf Digest's* website.

PROFESSIONALS

Luke A. Fedlam
Partner

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