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Roberto Diaz
Benjamin Salinas
Jay Monahan
Miguel Angel Mancera
Enrique de la Madrid



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INES SAINZ: Friends, welcome. Just like the video says, it's Mexico's time. Welcome to our inaugural press conference of the World Golf Championship-Mexico Championship. Mexico opens its doors to the world. It does it wearing its heart on its sleeve and ready to surprise everyone. The best golf in the world becomes Mexico's ally to prove what Mexicans are made of.

I would like to introduce Benjamin Salinas Sada, CEO of TV Azteca; Bernardo Villacecias, and he's the director of operations of the World Golf Championships-Mexico Championship; Dr. Miguel Mancera, governor of Mexico City. Then we have LIC Enrique de la Madrid Cordero, he's the secretary of tourism. Jay Monahan, commissioner of the PGA Tour. Roberto Diaz, the only Mexican player in the field. Then we would like to hear Jay Monahan speak first. Welcome to Mexico.

JAY MONAHAN: Hello. It's a great honor for me to be here with you all today. I want to first start off by thanking you, the members of the media, for the great support you've provided to the WGC Mexico Championship since the very day that we announced that we would be here. It's really great to finally be here after talking so glowingly about it over the last several months.

I want to start by thanking Grupo Salinas and Benjamin Salinas and the entire team. It takes extraordinary work to build a World Golf Championship event into a plan to have the best players in the world come to your country, and from the very moment that we began our relationship, they've had a commitment to do exactly that. I think as you've heard from our players the last couple of days, they feel welcome, they feel embraced and they feel proud to be here in Mexico City.

I think the fact that we have both the governor and the secretary here represented says so much about what this event means to Mexico and Mexico City, so thank you to you as well.

I also want to thank the club. When this opportunity became a reality, much like all the planning, the entire club, the membership, the staff, everyone's put so much into this event, we want to thank them for making us feel so welcome.

The World Golf Championships are a series of four events. They bring together the best

players in the world. They were started in 1999. We have played in Mexico before. We've played in Tokyo, we played in Buenos Aires, we played in England, we've played in Spain, we played in Ireland, we played in Australia, and it's a great honor to be back here in Mexico City this year and for the next six years following.

For the PGA Tour, we have a great and rich history of playing golf in Mexico and in Mexico City. If you look back to the early '70s, we've played over 45 professional tournaments when you include our tours and the LPGA Tour. So we have a rich history and a rich history of success, something we've very proud of.

As you're going to hear from my great friend and partner Benjamin, one of the things that's so exciting about being here is the long-term commitment to grow this game in Mexico. We have nine million people here in Mexico City. The PGA Tour has 10 million fans throughout Mexico. We've had great success with The First Tee program predominantly in the U.S., and to think about what that can mean for young people and families in the future is something we're very proud of. This game uniquely showcases the values of honesty, integrity, sportsmanship, hard work, commitment every single day. You're going to see it displayed the next four days and you'll see it displayed every day this week and this event certainly will do so.

I just want to close by saying that as represented by the following here, it takes extraordinary people and an extraordinary commitment to do what we're setting out to do. We have a lot of work to do, but we feel like we're in a great place. And I want to close as I started by thanking Grupo Salinas, Benjamin, and thanking all of you for welcoming all of us to the WGC-Mexico Championship. Thank you.

INES SAINZ: Thank you, Mr. Monahan. As he said, we had the opportunity to start First Tee Mexico yesterday, which showcases the values that golf possesses and we hope these values will help our kids in order to have a better society here in Mexico.

There's a lot of things we can learn from golf and Mexico is ready to do so, and what better person to speak of this than Roberto Diaz, the only Mexican player in the field, who is living the dream and is exciting the Mexican crowds and we are thrilled to follow him this week. Welcome.

ROBERTO DIAZ: Good afternoon to everyone. Thank you very much for making this event possible. To the Salinas family, to the PGA Tour, I hope this is a great tournament for everyone here and everyone at the club and everyone in our country. I hope to play well and be here with all of you. Thank you very much.

INES SAINZ: Thank you very much, Roberto. We're sure you're going to play well.

I now invite Miguel Angel Mancera, the governor of Mexico City, who has always helped to develop sports here in Mexico.

MIGUEL ANGEL MANCERA: Thank you very much. I would like to thank Ines for mentioning that because for Mexico City, it is a great honor to have this world-class golfing event. I would like to thank the commissioner of the PGA Tour for being here with us, Jay Monahan. I would like to congratulate Benjamin Salinas, being such a young and talented businessman who is interested in Mexico's well-being and to all his team. I would also like to greet Enrique de la Madrid, because together we have successfully done several world-class events in Mexico City and I know that this event will also be successful.

I would like to wish Roberto Diaz, our Mexican player, a lot of success. We are very proud that there's a Mexican player in the field and we wish you a lot of success. We are hoping that you will win the tournament. That would make us even more proud. Congratulations on playing so well.

I would also like to point out all the help and support from the government of the State of Mexico. A special mention to the governor Avila and the mayor of Naucalpan for all the support in the coordination that has been needed for this event, and to all our friends from the media who are here with us today.

It is great news for Mexico City to have an event like this. This is one of the most important tournaments in golf and we've already mentioned how important this tournament is worldwide and how much it means to us here in Mexico, and having it here at this legendary golf course that dates back to 1928 and is a par 71 course. And I say this without knowing very much about golf. If I make a mistake, you guys will understand. I understand that par 71 means the shots that you have to hit in order to finish it at par, and if you have less than that, then you would be below par. If that is so, then I have understood correctly.

The truth is, it is a difficult and exciting sport that captures the imagination of people of all ages from kids who are excited about the sport and practicing it. My wish is for Mexico City to enjoy this tournament. It is my commitment for everyone to know about this tournament and about sports in Mexico City. We know that this tournament will have a huge media following here in Mexico and around the world, that it will reach millions of households through the play of the best 77 golfers in the world and with so much money at stake.

This event is without a doubt very important to Mexico City. We are very thankful to Grupo Salinas and the PGA Tour, and it is our commitment to the people of Mexico City to follow up on sporting events like the Lorena Ochoa Invitational and the Bridgestone World Cup on two occasions. We've had the NFL, the NBA, UFC, Formula One, Formula E, and now for the first time we will have a rally in downtown Mexico City and of course this important tournament.

I would also like to thank something else. I would also like to thank the color pink that the player is wearing is also the color of Mexico City, and because of that we are going to ask him for a shirt and we will gladly wear it.

I wish you all a lot of success. It is also important to state that this tournament will also bring

a lot of money to Mexico City. It is very important given the circumstances that we are now living and it is very important to see what people think of Mexico City. And I would like to thank you, Jay, for your kind and comforting words. It gives us motivation to keep showing the world all the tradition and history that this city has. You will find kind and hard-working people here. That and a lot more is what makes Mexico. Welcome to Mexico City. This is your city. Thank you very much to everyone.

(Applause.)

INES SAINZ: Thank you very much, Miguel Angel. The eyes of the world are on Mexico to show what it is that we all love about Mexico, and to speak more about this, I would like to invite Enrique de la Madrid.

ENRIQUE DE LA MADRID: Thank you, Ines, for this opportunity. I would like to say hello and thank you, Jay. Thank you very much for being here in Mexico City and thank you for this opportunity.

I would like to say hello as well to Benjamin Salinas and congratulate him and Grupo Salinas for this great tournament which will give our city and country a big boost.

I would also like to say hello to my friend Miguel Angel Mancera. As he said, the government of Mexico City has been working hard with the government of Mexico to bring world-class events, and that gives us the opportunity to showcase our country around the world.

I would like to congratulate Roberto Diaz and I would also like to say hello to Bernardo. Over the last days we've had a video of the president of the World Tourism Organization. We had an event in Madrid in January and he coined a phrase that sums it up perfectly: Mexico is a world on its own. Mexico is not just one country, Mexico is several different countries with its different agriculture, different scenery, different cultures, with our architecture, our archeological zones and its colonial towns. It really is a world on its own.

We are also a very hospitable country and what we want is for more people around the world to get to know our country so that they can enjoy this world that is Mexico. For us it is a great opportunity that Mexico City is hosting this event because it's maybe the last thing that we hadn't hosted. Now we have everything in our great country, and having this tournament that will allow us to reach more than a billion homes and that is why we are interested in supporting a tournament of this nature, to make Mexico visible together with the government of Mexico City. Our aim has been to pair up with recognized brands because that allows us to reach those households and show them the wonders of Mexico.

And also congratulations on this tournament that will be here for at least the next seven years and hopefully seven more.

I would also like to mention what has already been said about sports enhancing a set of core

values like honesty, perseverance, hard work, self-esteem, because sports gives you self-esteem and confidence in yourself. It also gives you tools to work as a team, and finally, responsibility.

We congratulate you again. We are very happy to have you here and it is our goal that through this tournament we will have a set of global Mexican ambassadors who will travel around the world and speak of the great experience that it has been to be in this great country. Thank you very much and congratulations again.

(Applause.)

INES SAINZ: Thank you very much. As you well know, the stories of the great golfers start out with a dream. That dream is accompanied by perseverance, hard work on a daily basis, and having a strong mentality to reach your goals. This tournament can be compared to that because this tournament was cultivated with love and hard work every day to make it possible. I think the one who is today living a dream and sharing it with us is Benjamin Salinas Sada, CEO of TV Azteca, and we ask you to applaud him.

(Applause.)

BENJAMIN SALINAS: Thank you very much, Ines. Welcome and good afternoon to everyone. Secretary de la Madrid, Governor Mancera, Commissioner Jay Monahan, friends of the press, and of course our Mexican, Robert Diaz, we want to see you as champion.

Today our dream has come true, a dream that started two years ago when we decided to bring a world-class golf tournament to Mexico City. This tournament will serve to prove the greatness of our country and will allow us to promote this game in Mexico like never before.

I'm very proud to inform that Grupo Salinas and the PGA Tour bring to Mexico the World Golf Championships-Mexico Championship, one of the most important tournaments in the world. Without a doubt, this is one of the most important sporting events in the world. The best 77 golfers in the world are already here and with them, of course, the Mexican Roberto Diaz, who will be representing us.

The Mexico Championship gives us an opportunity to show off Mexico City and the rest of the country as a world-class tourism destination. One billion households will be watching in more than 225 countries. That is just to put in perspective how big this tournament is. Those billion people will witness the cultural, touristic, innovative and economic wealth of Mexico, and through this tournament we will break some of the well-known prejudices that surround Mexico. We will show a Mexico that is worth traveling to.

To put into perspective the potential just golf tourism around the world is worth \$17 billion a year and has over 55 million golfers. Golf in Mexico is worth about 20 billion pesos and should be a part of what our tourism has to offer. In Grupo Salinas, we expect our initiatives to generate economic, environmental and social benefit in everything that we do, and golf is

no exception.

Today, with the Mexico Championship, we want golf to be a vehicle for values like honesty, respect, confidence, integrity, and perseverance, values that we share at Grupo Salinas. Because of this, we have created The First Tee Mexico, a business model that allows us to promote golf's values so that golf in Mexico will become available to all and not just a select few. Yesterday we had our first event, a golf clinic that we had for 30 kids who were brought in from around the country with the kind help of Jordan Spieth and Under Armour. Thank you to both of them. They were our first benefactors of The First Tee Mexico.

Our commitment to golf is long term and we hope that this tournament will give us the necessary resources to fund The First Tee Mexico. That's why we thank our partners in this tournament because they allow us to fulfill this dream. I would particularly like to thank Rolex, Banorte, who are here with us today, to AT&T, Unifin, BMW and many others as well as the federal government and to the governments of Mexico City and the State of Mexico. Thank you very much for your help.

I'll take this opportunity to tell you that we are trying to promote there being public golf courses in our country so that as in other countries, this sport will be determined by passion and not by money. We hope to have the governments' and companies' backing on this dream.

I would like to end by saying that this tournament that will be here in Mexico for at least six years will change golf in Mexico. Our dream is to change the history of golf in Mexico, and with the support of everyone that is here with us today, you the media, we will achieve it. Thank you very much to all of you. Thank you very much to the PGA Tour and to all of you who have been in this project from the beginning. And of course I would like to thank the thousands of fans who are as of today enjoying the best golf in the world. Thank you very much to all of you.

(Applause.)

INES SAINZ: We would like to hand Miguel Angel Mancera the shirt that he asked for so that he can ask Roberto Diaz for his autograph.

Now we open it up to questions and answers.

Q. Commissioner, this is clearly a very important tournament for Mexico. How or why is it important for the PGA Tour?

JAY MONAHAN: Well, it's important -- I'll answer the question from the standpoint of the International Federation of PGA Tours and the World Golf Championships. When the World Golf Championships were formed in 1999, as Rory I think said in his press conference, the word "world" was a point of emphasis and it was an opportunity to come together, bring the world's best players and take them to great markets around the world to showcase the game

played at its highest level. As I said earlier, hopefully to inspire young people and future generations because this is one of the very few global games and we felt like that was our responsibility.

So to be able to come here to Mexico and Mexico City given the long pedigree that we've had and the success we've had and to come here with a partner that has a same perspective all these many years later about making a difference in their country really was inspiring to us.

So we think it's important to every single tour to be able to broaden our fan base and grow the game. It's complicated to do that and you've got to find a partner that has a great commitment, great resources and a great determination and that's what we feel like we have here in Grupo Salinas and all the partners that are associated with the event.

Q. Commissioner or whoever wants to pitch in, they were talking about having public courses here in Mexico. There's not here in Mexico. Is the PGA planning on working with Mexico to get some public courses or anything?

BENJAMIN SALINAS: One of the main goals of the First Tee Mexico is that golf is accessible to everyone, to all Mexicans who would like to play. We hope to be able to have public courses in every state in our country, and for that we of course need the help of the PGA Tour and of course the government and of private initiative. For this to work, all three parts have to work together. If one of those is missing, it will not work.

Q. I have a question for Benjamin Salinas. Could you explain to those who don't know yet what The First Tee is?

JAY MONAHAN: I would be happy to answer that question. The First Tee was founded over 20 years ago and was announced in Central Park with President Bush and Commissioner Finchem at the time. The real focus of The First Tee is to use the game to teach young people life skills, and there are a number of different ways that that is administered.

Today, when you look in the U.S., there are 4.7 million young people that were touched by the program in 2015. That happens in programming at elementary schools, that occurs at programming at after-school programs with organizations like the Boys and Girls Clubs, and that happens with chapters that are set up. Today there are over 200 physical chapters in the U.S.

But when we started back then, there was nothing. It was an idea, it was a dream, and today we made significant progress. I think as we look at The First Tee now and now that we're training teachers and trying to get the programming into schools and get into elementary schools with an eye towards how can we then take The First Tee out to facilities outside Mexico City and throughout the country, I think you have to just take a long view on this and see how we progress. But ultimately for the reasons that we talked about, this

game, the values of this game we feel are so central to young people and so central to how you live your life and that's what an opportunity like a World Golf Championships event provides you for a great market like this.

Q. This question is for Dr. Mancera. The tournament came from Miami to Mexico and the president of the United States recommended that the players have kidnap insurance. What do you think of that?

MIGUEL ANGEL MANCERA: I would stick to what Jay said. He is showing that he trusts being here in Mexico and I don't think it's by accident that after being in so many great cities that have hosted these great events that it would come to Mexico.

To everyone who thinks differently, I invite them to come see and they will be able to judge for themselves. There is a recent study that the NFL published where they analyzed and surveyed the Americans that came down for this event and the result was that 90 percent of Americans who came for the game in Mexico City recommended to their family members to come to Mexico, and 70 percent of all those who were surveyed said that they wish that there were more events and fans like they had seen here in Mexico. And I know that once they have felt the heat not only of the weather but of the people here in Mexico, they are going to want to have a lot more tournaments here with us in Mexico.

Q. Thank you, Mr. Monahan, for being here, and the question is for Benjamin Salinas. It's very special for Mexico. We have two tournaments, it's PGA Tour Latinoamerica, and the other one is Web.com Tour. Thank you for the confidence. Mexico is a lovely, lovely country. Mr. Salinas, we've heard for many years the idea of having public golf courses. We desperately need a public golf course in our country, not just for the kids of The First Tee, but for all the kids in Mexico who wouldn't otherwise have the opportunity but have great quality. Are there any governments, possibly the government of Mexico City, that could donate a piece of land and are in more advanced conversations than simply a dream of having a public golf course?

BENJAMIN SALINAS: Yes, we are starting from scratch and it is a dream that we hope will grow. In Mexico we only have 200 golf courses, which is not very much considering we have 120 million people, and of course none of those are public.

We have spoken about the first public golf course being close to Tijuana, with the help of the state government and businessmen who are ready to pay for it. This will be a lot of hard work, but this foundation is precisely for that. We will have a lot of sponsors who are willing to help and we owe that to Mexico.

(Applause.)

Q. The next question is for Roberto. Being a Mexican player on this type of stage to have the opportunity to inspire the younger generations. Who inspired you growing up in the game of golf?

ROBERTO DIAZ: English or Spanish?

Q. Whatever you want.

ROBERTO DIAZ: When I was growing up, I was inspired by Tiger Woods. When Tiger Woods was starting out in '97, I was nine years old. That was his boom and a lot of other players on Tour like Faldo, Norman, they felt the impact that Tiger had.

After that I was inspired by Lorena Ochoa. It was amazing to see what she was doing and I think she has been important in all the careers of Mexican golfers since she arrived at the LPGA Tour. She set the bar way too high, and thanks to what she's done, a lot of the people that grew up seeing her saw that the right path was going to a university, getting an education, getting prepared as a high-performance athlete, and to know that in the world of sports in Mexico, there are other things other than soccer. And I hope that golf such as other sports receive as much support as soccer does.

Q. I would like to know if you know exactly how much money this tournament will generate for the city, and I would like to ask the commissioner for his opinion about the situation between Mexico and the United States.

MIGUEL ANGEL MANCERA: What I can tell you at this time, we have hotels that are almost fully booked and we are hoping that it will attract as many people as other world-class sporting events given the proportions of the fans and the advertising it has received. We consider it has already been a success and we are constantly monitoring this subject about tourism in Mexico City. We are finding now that numbers are growing and I'm sure we will see a lot of these golfers around town. We hope that that serves to showcase our city. Without a doubt, it will be a successful event on an economic point of view.

JAY MONAHAN: Yes, I would just say that as we said last year when we made the announcement, we're not here in Mexico City or in Mexico for political reasons. We're here as an International Federation of PGA Tours. So I don't think it's particularly pertinent or relevant for me to make any comments other than we are extraordinarily proud to be here, have been proud since the moment we announced it, proud to have a long-term commitment, and proud to have a showcase here with the world's best players that's going to reach a billion people and to be able to tell the story of the relationship between this great game and this great country.

(Applause.)

Q. I would like to know exactly how much money will be generated by this tournament and if these type of events serve to help the tourism model here in Mexico. Thank you.

ENRIQUE DE LA MADRID: First of all, we have to add the numbers up, which we haven't

done yet. Everyone has to come up with that number, and as I was speaking with Benjamin and what is usually done in these cases is that we have an audit office that will tell us what is the return on investment. But if we rely on what we have already lived with the Formula One, which by the way we will be giving results of that event next week, and with the NFL giving their results last week, I can tell you that there's two ways that money is generated; what is spent in the city of Mexico City, what is spent by the people who come to the event, foreigners who come for the event. And what is more important than that is if we monetize the media presence around the world, if we consider all the mentions of the country before, during and after the tournament, if we were to monetize that media impact, I am sure that it would be in the hundreds of millions of dollars. That is given the experience we have with such prestigious brands such as the ones that have been mentioned here today.

With more than a billion people watching indirectly through golf, that will be at least 10 or 15 times more important than the return on investment. As I have said, we will have an independent study done so that we can see what the economic benefit was in these two aspects, which would be direct impact and monetizing the media presence.

INES SAINZ: Thank you very much. With this we bring the questions and answers to an end. Now we would like to invite you to the opening ceremony. We will be ready to begin the tournament and we also invite you to enjoy the tournament. We'll have one last picture of all the people on the podium.