



FOR RELEASE: July 29, 2026

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The Sentry elevated to new PGA TOUR Championship Series in 2028

Sentry assumed title sponsorship of longstanding PGA TOUR event at Torrey Pines last month and will debut under its new name January 25-30, 2027

SAN DIEGO – Sentry Insurance, the PGA TOUR and the Century Club of San Diego announced today that The Sentry, the annual PGA TOUR event played at Torrey Pines Golf Course, will be part of the PGA TOUR Championship Series beginning in 2028, as the PGA TOUR enters an exciting era with a new competitive model.

Sentry assumed title sponsorship of San Diego's longstanding PGA TOUR event last month, and the full-field event will be held under its new name for the first time January 25-30, 2027.

First announced in June, the PGA TOUR Championship Series will feature the PGA TOUR's top performers competing head-to-head across the season. There will be approximately 23-24 events, inclusive of THE PLAYERS Championship, major championships, postseason and international team events (Presidents Cup, Ryder Cup), with the season running from February through August.

The complete 2028 PGA TOUR Championship Series schedule, including tournament dates, venues and event names, will be announced at a later date.

"Torrey Pines is one of golf's most iconic venues, and we're excited to deepen our connection with San Diego and build on the incredible tradition of championship golf at Torrey Pines by welcoming the world's best players to compete in the PGA TOUR Championship Series," said Pete McPartland, chairman and CEO Sentry Insurance. "The Sentry is also about creating lasting benefits for the local community, celebrating everything that makes this region unique, and strengthening our commitment to making a difference in the communities we serve."

“Earning the distinction of becoming a PGA TOUR Championship Series event in 2028 reinforces our standard of hosting a field of world-class golfers at renowned Torrey Pines Golf Course,” said Marty Gorsich, CEO of the Century Club of San Diego. “With a new title sponsor in Sentry, we have a lot to look forward to and are delighted to be part of the PGA TOUR’s most competitive tier while showcasing San Diego on an international stage.”

Set to return to iconic Torrey Pines for the 60th time as the kickoff to the PGA TOUR’s network debut on CBS, The Sentry will begin on Wednesday, January 27, 2027, and conclude on Saturday, January 30 – the PGA TOUR’s only scheduled Saturday finish. The event will be broadcast on CBS/Paramount+, Golf Channel and three PGA TOUR Studios properties – PGA TOUR LIVE on ESPN+, PGA TOUR Radio on SiriusXM and the World Feed.

First played in 1952 as the San Diego Open and contested annually at Torrey Pines since 1968, The Sentry is organized by the Century Club of San Diego, whose Champions for Youth program serves at-risk and underserved communities in San Diego by providing tools and resources needed to bolster community partners and their missions.

In January at Torrey Pines, Justin Rose shot a record 23-under to win by seven strokes and claim his 13th career PGA TOUR victory. It was Rose’s second title at Torrey Pines and marked the tournament’s first wire-to-wire winner since Tommy Bolt in 1955.

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About The Sentry

The Sentry will be played Wednesday, January 27 – Saturday, January 30, 2027 at historic Torrey Pines Golf Course, host site of the 2008 and 2021 U.S. Opens, and the tournament consistently attracts a world-class field. This is the 75th year that a PGA TOUR event has been held in San Diego, beginning with the San Diego Open in 1952. The 2027 tournament also marks the 60th time the event is being held at Torrey Pines Golf Course. For more information, please call (858) 886-4653 or visit www.TheSentry.com.

About Sentry Insurance

Sentry Insurance is part of one of the largest and most financially secure mutual insurance groups in the United States, holding an A+ (Superior) Financial Strength Rating from AM Best as of June 2025. Sentry and its subsidiaries offer a wide range of insurance products, including property and casualty insurance, life insurance, annuities, and retirement programs for businesses and individuals nationwide. For a complete list of underwriting companies, visit sentry.com.

About Century Club of San Diego

Composed of more than 100 local business leaders, the Century Club of San Diego is the 501(c)(3) organization that plans and hosts San Diego’s PGA TOUR event. Since 1961, the Century Club has

used golf as our platform to showcase San Diego to an international audience, generate revenue for the city, and make a difference in our community by supporting nonprofits that benefit at-risk and underserved youth.