



PRESS RELEASE

48th Hassan II Golf Trophy & 27th Lalla Meryem Cup set for February 19-24 at the Royal Dar Es Salam Golf Club in Rabat

February 5th, 2024, Rabat: Under the High Patronage of **His Majesty King Mohammed VI**, the Royal Moroccan Golf Federation and the Hassan II Golf Trophy Association, presided by **His Royal Highness Prince Moulay Rachid**, organize the 48th edition of the Hassan II Golf Trophy and the 27th edition of the Lalla Meryem Cup at the Royal Golf Dar Es Salam in Rabat.

The simultaneous holding of these two competitions on the same site perpetuates a tradition of gender diversity established in 1993 by **His Late Majesty King Hassan II**, the illustrious founder of both tournaments.

Established in 1971, the Hassan II Golf Trophy and the challenging red course have consistently drawn the elite of professional golfers worldwide. As an eminent fixture on the global golf calendar, this year's competition is set to host 66 top-tier players from the PGA Tour Champions (PGATC), the celebrated senior American golf circuit. The event will see the return of legendary figures like Colin Montgomerie, Padraig

48 HASSAN II
GOLF TROPHY



LALLA MERYEM
GOLF CUP

27

Harrington, David Toms, and Ernie Els, each a past champion, epitomizing the event's 'Return of the Champions' theme.

The Lalla Meryem Cup, a prestigious event on the Ladies European Tour (LET), is set to gather Europe's top female golfers on the blue course. This year, the tournament will host 108 competitors, including several Moroccan talents. Among them are Ines Laklalech, winner of the 2022 Lacoste Ladies Open de France, Maha Haddioui, a seasoned LET professional of 11 years, and the remarkable young prodigy Sofia Cherif Essakali. At just 13, Sofia made headlines last year by becoming the youngest player ever to make the cut in the tournament.

As usual, juniors take the spotlight this week during the "**Pro-am Hassan II Kids Cup by First Tee.**" Teams consisting of PGATC and LET professional players, along with young golfers from the national program "First Tee Morocco," will compete on Wednesday, February 21, in a playful and educational atmosphere. There will be 9 teams, each comprising two children and one professional, a LET player, or a PGA Tour Champions player, challenging each other on 9 holes on the green course using the scramble format.

From February 19 to 24, 2024, the Royal Moroccan Golf Federation warmly invites the youth to engage with the world of golf. True to tradition, the admission is free, encouraging a broad audience to partake in the festivities. Guests can anticipate a rich experience, encompassing not just the excitement of the

tournament, but also a variety of dining and entertainment options, alongside a playful area for children. This multifaceted approach ensures a welcoming introduction to golf for newcomers.

This event significantly bolsters Morocco's reputation as a leading golf destination and reflects the unwavering commitment of the Royal Moroccan Golf Federation and the Hassan II Golf Trophy Association to cultivate and elevate the sport of golf within the nation.

About the Royal Moroccan Golf Federation (FRMG):

Presided by **His Royal Highness Prince Moulay Rachid** since January 2018, the Royal Moroccan Golf Federation (FRMG), established on March 12, 1960, is dedicated to democratizing golf. It adheres to the highest standards of ethics as set by the global golfing community, especially those outlined by the International Golf Federation and the African Golf Confederation. The FRMG's core objectives include:

- Promotion and development of golf practice
- Organization and management of competitions
- Regulation of golf practice
- Training and professionalization of golf-related professions
- Support for professional players
- Management of high-level golfers

About the Hassan II Golf Trophy Association (ATH):

Founded on September 4, 2002, the Hassan II Golf Trophy Association (ATH), presided by **His Royal Highness Prince Moulay Rachid**, who also presides over the FRMG, is recognized for its public utility in the sports sector.



The ATH is entrusted with the organization of both national and international golf tournaments on behalf of the FRMG. Its mission extends to elevating Morocco's status as a premier golf destination on the global stage.

Upholding achievements and innovating without distorting are the values that guide ATH in its progression towards excellence.

About the PGA Tour Champions:

The PGA Tour Champions, also known as the Senior PGA Tour, is a series of professional golf tournaments reserved for players aged 50 and over.

The Tour brings together players who have made history in golf and continue to captivate fans with their refined play and unparalleled experience. Fairways and greens become the stage for unforgettable moments as these golf legends compete for coveted titles.

The Hassan II Golf Trophy perpetuates its prestigious tradition through the PGA Tour Champions. The tournament provides a unique opportunity for golf fans of all generations to see their favorite heroes in action, create lasting memories, and be inspired by their perseverance.

Each event on the PGA Tour Champions is characterized by a congenial and respectful environment. Here, intense competition is balanced with a profound sense of camaraderie among players, epitomizing the spirit of the sport.

These tournaments serve as a testament to the notion that skill and resolve have no age limit. They celebrate the enduring legacy of golf's past legends, who continue to script their stories on the green, much to the delight of golf aficionados worldwide.

About the Ladies European Tour (LET):

Founded in 1978, the Ladies European Tour (LET) has played a crucial role in the development and promotion of women's golf across Europe and beyond. The tour inspires players to pursue their passion and unlock their potential through golf. The



LET is a diverse and multicultural circuit featuring 316 professional golfers representing 36 countries, where players are encouraged to compete at the highest level.

Since its debut in 1993, the Lalla Meryem Cup has emerged as a vital platform for talented female golfers, offering them the chance to showcase their skills in a distinguished setting and gain widespread recognition.

In 2010, the LET and the Lalla Meryem Cup joined forces, uniting golfers from diverse nationalities worldwide. This partnership has strengthened the bonds between players, fans, and sponsors, grounded in a shared commitment to excellence.

This iconic event remains a crucial milestone in the LET calendar, providing an exceptional sporting spectacle while honoring the shared history between European women's golf and Morocco.