

# Topgolf Teams with Multi-Platinum Trio Lady Antebellum's Charles Kelley for Summer Video Series

"The Hook" webisodes feature celebrity guests such as Darius Rucker, Hope Solo and more

NASHVILLE, Tenn., June 6, 2017 /PRNewswire/ -- [Charles Kelley](#) of seven-time GRAMMY® award-winning trio Lady Antebellum has partnered with global sports entertainment leader [Topgolf](#)® for an exclusive eight-episode video series titled "The Hook." Focused on three of Charles' favorite things – friends, golf and music – "The Hook" will be filmed during downtime from the multi-Platinum trio's YOU LOOK GOOD WORLD TOUR. Charles, alongside his brother John Kelley, will host special guests such as Darius Rucker, Kaitlyn Bristowe and Shawn Booth from "The Bachelorette," Hope Solo, and Charles' and John's brother Josh Kelley.

"Growing up in Augusta, Ga., golf came second nature to me, and now it's something I look forward to when I'm not on the road or spending time with family," said Kelley. "I always have a blast at Topgolf, so having my golfing buddies like Darius sign up to come out with me for this is going to be a really good time."

"The Hook" will have a variety show feel, featuring Kelley's celebrity friends and family, music and, of course, a little friendly competition. The episodes will air on Thursdays throughout June and September, beginning June 8, on [topgolf.com](#). "The Hook" is produced by INE Entertainment, and the deal was brokered by Creative Artists Agency (CAA).

Topgolf is opening a flagship sports entertainment venue in [Nashville](#) this fall. The three-level venue features point-scoring golf games using microchipped balls that instantly score themselves, showing players the accuracy and distance of their shots on a TV screen in their hitting bay. The venue will also feature Topgolf Live, a concert venue for ticketed events, plus an outstanding chef-driven menu, top-shelf drinks, big screen TVs and music in climate-controlled hitting bays for all-seasons comfort. The venue's year-round programming includes events for kids and families, social leagues, golf tournaments, golf instruction and more.

"The Topgolf experience is built on play, food, music and community, and we are excited to share these elements of Charles' life on tour with Topgolf and Lady Antebellum fans worldwide," said Topgolf Chief Marketing Officer [Brian Radics](#).

## About Charles Kelley

With more than 18 million units sold, multi-Platinum trio Lady Antebellum has earned nine No. One hits and continues to follow in the same path climbing the Country radio charts with their lead single "You Look Good" off their forthcoming sixth studio album HEART BREAK (Capitol Nashville), available June 9. After taking time to pursue solo projects last year, Charles Kelley, Hillary Scott and Dave Haywood simultaneously share plans to return to the road, with more than 65 shows planned in six countries on their **YOU LOOK GOOD WORLD TOUR**, presented by Nabisco, launch May 26. Along with his success as part of Lady Antebellum, Kelley earned a GRAMMY nomination for "Best Country Duo/Group Performance" ahead of his debut album's release, and has also penned No. one hits recorded by Luke Bryan and Darius Rucker. For more information on new music, a full list of upcoming tour dates and more, visit [www.ladyantebellum.com](#).

## About Topgolf

Topgolf inspires the connections that bring people together for unforgettable good times. Whether it's a date night, girls' night, family outing, happy hour, work breakfast, lunch hour or any other kind of hour, Topgolf makes socializing a sport – literally. Through the premium experience of Play, Food and Music, Topgolf is inspiring people of all ages and skill levels – even non-golfers – to come together for playful competition. Topgolf also brings interactive experiences to the community that facilitate shared moments and deep relationships

through Topgolf U golf lessons, weekly leagues, The Topgolf Tour competition, KidZone parties, social and corporate team-building events, and the World Golf Tour (WGT) app. Each venue features high-tech, climate-controlled hitting bays for year-round comfort, delicious food and beverage, live events, music, hundreds of HDTVs and outstanding hospitality. With 32 venues entertaining 10.5 million Guests annually and the world's largest digital golf audience, Topgolf is creating the best times of your life both in-venue and online. To learn more about Topgolf, follow @Topgolf or visit [www.topgolf.com](http://www.topgolf.com).

#### **About INE Entertainment**



INE was formed in 2010 by Mark Koops and Eric Day, two executive producers that have been at the cutting edge of creating innovative content for more than 15 years. Prior to INE, they worked across more than 1,000 hours of award-winning TV programming — developing, creating and show running some of scripted and non-scripted TV biggest hits, including *The Office*, *Ugly Betty*, *The Biggest Loser*, and *Masterchef*. They were also early digital pioneers producing dozens of award-winning short-form shows for Xbox, MSN, Yahoo and AOL. Building on that innovative tradition, INE has become a powerhouse in the digital space generating hundreds of hours of non-linear content. Their digital portfolio highlights include the groundbreaking real-time social media series *Summerbreak*, the Emmy nominated scripted series *Making a Scene with James Franco* and *The Crossroads of History*, and one of the breakout series on the new Go90 platform *Top Grier*. Their work in linear TV continues with unscripted projects currently in process at Discovery, TLC, The CW, Science Channel, Animal Planet, and MTV. INE also has an unprecedented track record of successful partnerships with top advertisers and their media and creative agencies, including successful TV integrations and the creation of compelling original series.

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