

# Topgolf Brings the Horsepower: Topgolf Crush Coming to Circuit of The Americas Legendary Turn 1

Topgolf takes its social experience on the road with Topgolf Crush at the 2017 FORMULA 1™ UNITED STATES GRAND PRIX in Austin

AUSTIN, Texas, Aug. 17, 2017 /[PRNewswire](#)/ -- Racing fans can experience a new kind of competition during the 2017 FORMULA 1 UNITED STATES GRAND PRIX: **Topgolf®** Crush. From Oct. 18-22, sports fans, golfers and non-golfers alike can enjoy food, drinks and music – all while crushing golf balls alongside the legendary Turn 1 of Circuit of The Americas (COTA) racetrack into giant targets. Tickets for Topgolf Crush Grand Prix go on sale at 10 a.m. CT on Thursday, Aug. 24 at [thecircuit.com/crush](http://thecircuit.com/crush).

"The 2017 FORMULA 1 UNITED STATES GRAND PRIX is an event the entire world looks forward to, and we can't wait to bring Topgolf Crush to one of the most iconic spots at Circuit of The Americas – Turn 1," said Topgolf President of Media [YuChiang Cheng](#). "Austin residents have already embraced Topgolf in The Domain, but Topgolf Crush is a unique entertainment experience with new game technology and a breathtaking view."

Players will aim for seven giant targets ranging from 50-150 yards away from one of 23 bays. Topgolf's Toptracer Range technology – not yet available at [Topgolf Austin](#) – tracks the flight path of the golf balls, instantly scoring every shot so players can challenge others to competition. Operating daily from 9 a.m. to midnight, Topgolf Crush Grand Prix guests can enjoy food and drinks, as well as various recreation games for those wanting to keep the fun going before or after their tee time. A live DJ will spin every day throughout the weekend.

"Circuit of The Americas brings more than 300,000 people to Austin for the Grand Prix, and Topgolf Crush Grand Prix creates an even larger draw for visitors and locals alike," said Bobby Epstein, chairman of Circuit of The Americas. "The eyes of the world will be on Austin and COTA this October, and we are thrilled to welcome Topgolf Crush to the weekend's activities."

Topgolf Crush tickets start at \$65 for standard 55 minute tee times and \$250 for VIP access. VIP passes include 55 minutes of game play, food and beverage in the exclusive VIP lounge, a special VIP gift package, a complimentary Topgolf Lifetime Membership and \$10 off game play, redeemable at Topgolf Austin.

Private corporate events can be booked for Oct. 18-19, and the event will be open to the public from Oct. 20-22.

To purchase a ticket or book a corporate event for Topgolf Crush Grand Prix, visit [thecircuit.com/crush](http://thecircuit.com/crush).

## About Circuit of the Americas

Circuit of The Americas in Austin, Texas, is the only purpose-built Grand Prix facility in the United States designed for all classes of racing. The 3.4-mile racetrack hosts the world's most prestigious sporting events, including Formula 1, MotoGP Red Bull Grand Prix of The Americas, as well as opportunities for track rentals. The 1,500-acre campus is also home to the Austin360 Amphitheater—PollStar's 2013 "Best New Major Concert Venue" and a 2014 "Best Major Outdoor Concert Venue" Pollstar nominee—impressive meeting and hospitality spaces and an iconic 25-story observation tower that offers 360-degree views of the circuit, amphitheater and downtown Austin. For more information and to download videos and photos, visit <http://www.CircuitofTheAmericas.com>. For an experience as unique as Austin and a rush you'll never forget, visit Circuit of The Americas, where exhilaration happens.

## 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 33 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).

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