

# Topgolf's Hit Original Series "The Hook" Featuring Lady Antebellum's Charles Kelley Now Available on Prime Video and Fire TV

Topgolf's popular show earned more than 8.5 million views in 2017 and has expanded distribution to Prime Video and Fire TV

DALLAS, March 7, 2018 /PRNewswire/ -- Global sports entertainment leader **Topgolf**® today announced it has distributed its hit original video series, "[The Hook](#)," starring [Charles Kelley](#), one-third of multi-PLATINUM trio Lady Antebellum, on Prime Video through the Amazon Video Direct service.

"The Hook," produced by INE Entertainment in partnership with Topgolf, launched on topgolf.com last year and gained more than 8.5 million views. It features Kelley with his family and well-known friends, such as Darius Rucker, Hope Solo and Kelsea Ballerini, in a variety-style show, highlighting Kelley's three favorite things – golf, music and friends. The episodes include live music performances, Topgolf-style competition and quick-fire challenges between celebrity guests.

"The Topgolf brand embodies so much more than golf – we're bringing friends, families and even strangers together to create unforgettable shared experiences – and our original content captures that perfectly," said [Topgolf Media](#) President [YuChiang Cheng](#). "We're proud to join the ranks of brands like Starbucks and Red Bull that are producing Hollywood-quality, engaging content for their fans."

Topgolf's new Prime Video collection will soon be home to even more original video content, including "In Focus," a series about the heartwarming stories of Topgolf guests and associates, and "Topgolf Tour," highlighting Topgolf's search for the world's best Topgolf duo.

To watch Topgolf content on Prime Video or Fire TV, visit <https://www.amazon.com/v/Topgolf>.

## **About Charles Kelley**

The multi-PLATINUM trio provide an empowering call of independence in their latest single "Heart Break," serving as the title track from their No. One selling sixth studio album. Providing "a bedrock for the entire record" (Paste) as "Scott takes satisfaction in feminine independence" (NPR) with "a touch of darkness and a clever play on words" (Rolling Stone), the current release follows more than 18 million units, nine No. One hits, ACM and CMA "Vocal Group of the Year" trophies three years in a row and countless other honors including seven GRAMMYS, Billboard Music Awards, People's Choice Awards and Teen Choice Awards. Along with his success as part of Lady Antebellum, Kelley also earned a GRAMMY nomination for "Best Country Duo/Group Performance" for the title track of his solo record THE DRIVER, and has also penned No. one hits recorded by artists including Luke Bryan and Darius Rucker. The multi-PLATINUM trio will team with Darius Rucker this summer for their co-headlining SUMMER PLAYS ON TOUR, kicking off July 19th. For more information visit [www.ladyantebellum.com](http://www.ladyantebellum.com).

## **About Topgolf**

Topgolf pioneered a technology to make golf more fun and engaging. It has since emerged as a global sports and entertainment community focused on connecting people in meaningful ways. Today, Topgolf continues to blend technology and entertainment, golfers and non-golfers, children and adults – to create an experience that


makes socializing a sport for everyone. No matter the occasion or who you share it with, we believe every great time starts with play, is fueled by food and beverage, moved by music and made possible through community. Every Topgolf venue features dozens of high-tech, climate-controlled hitting bays for year-round comfort, a chef-inspired menu for year-round deliciousness and hundreds of Associates eager to help create the moments that matter. Topgolf is truly everyone's game, with 41 venues entertaining more than 13 million Guests annually, original content shows, next-gen simulator lounges through Topgolf Swing Suite, the global Topgolf Tour competition, pop-up social experiences like Topgolf Crush, Toptracer technology as seen on TV, and the world's largest digital golf audience. For more information about Topgolf, including corporate sponsorships, hospitality opportunities or to learn about and view exclusive digital content, please visit [topgolf.com](http://topgolf.com).

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Additional assets available online:  [Video \(1\)](#)

<http://press.topgolf.com/2018-03-07-Topgolfs-Hit-Original-Series-The-Hook-Featuring-Lady-Antebellums-Charles-Kelley-Now-Available-on-Prime-Video-and-Fire-TV>