Nemours

THE PLAYERS Championship and Nemours Children's Health return to provide a week of fun for kids in 2026

PONTE VEDRA BEACH, Florida – THE PLAYERS Championship is proud to continue its partnership with Nemours Children's Health, the tournament's Youth Sponsor, to provide an unforgettable experience for kids and families attending the 2026 tournament.

From March 10-15, families can enjoy the Kids Zone and Autograph Zones presented by Nemours Children's Health, offering fun, engaging activities designed especially for kids. Located near the main entrance and PGA TOUR Fan Shop, the Kids Zone features interactive attractions like a life-size operation game, a coloring wall, and a photo booth, allowing kids to have a blast while parents relax. The Kids Zone is open to the public from 9 a.m. to 5 p.m. Tuesday and Wednesday, Thursday from 10 a.m. to 6 p.m., Friday and Saturday from 9 a.m. to 6 p.m., and Sunday from 9 a.m. to 5 p.m.

> *"For a seventh year, Nemours is proud to partner with THE PLAYERS Championship to offer fun and welcoming experiences for families in the Kids Zone and Autograph Zones. Children and their families can join us for engaging learning experiences, opportunities to play and move, and activities that provide meaningful time together—all important elements for a healthy childhood."*

On Friday, Nemours Children's Health will host "Tee Off to Reading" in the Kids Zone – an all-day celebration of learning, early childhood development, and kindergarten readiness. Kids will experience the fun of learning through interactive storytelling, movement and exploration. Nemours Children's Health NFL Brand Ambassador Brian Thomas, Jr. and Jacksonville Jaguars mascot Jaxson de Ville will join the event.

The Autograph Zones give young fans the chance to meet their favorite golfers after rounds. Free autograph books will be available at the Kids Zone, making it easy for kids to collect signatures from their golf heroes.

"For a seventh year, Nemours is proud to partner with THE PLAYERS Championship to offer fun and welcoming experiences for families in the Kids Zone and Autograph Zones," said R. Lawrence Moss, MD, FACS, FAAP, President and CEO of Nemours Children's Health. "Children and their families can join us for engaging learning experiences, opportunities to play and move, and activities that provide meaningful time together—all important elements for a healthy childhood."

Key Details for Families at THE PLAYERS:

Youth Admission: Two children ages 15-and-under receive free admission with each ticketed adult, courtesy of Nemours Children's Health.

Parking: Parking passes are required Tuesday through Sunday and must be purchased online in advance at THEPLAYERS.com/parking.

Rideshare: Rideshare remains a convenient option, with drop-off and pick-up located at the Couples Entry off ATP Boulevard near the 15th hole.

Shuttles: Free parking and shuttle service. Shuttles are first-come, first-served and will run from the following Nocatee locations:

- Dates: Friday, March 13; Saturday, March 14; Sunday, March 15
- Parking Locations:
  - Palm Valley Academy: 700 Bobcat Lane, Ponte Vedra Beach, FL 32081 (Friday-Sunday)
  - Valley Ridge Academy: 105 Greenleaf Drive, Ponte Vedra Beach, FL 32081 (Friday-Saturday)
  - Pine Island Academy: 805 Pine Island Rd, St. Augustine, FL 32095 (Saturday-Sunday)
- Shuttle Times: 9 a.m. – 7 p.m.
- Drop-off Location: Nicklaus entrance to THE PLAYERS

Note: The Nocatee shuttle program is extremely popular and fans may experience long wait times during peak hours.

Family Amenities:

Bag Policy: Clear bags (12x6x12 inches or smaller) and small opaque bags (6x6x6 inches or smaller) are permitted.

Outside Food: Food in a 1-gallon clear plastic bag; empty reusable water bottles up to 32oz are allowed for refills at water stations.

Strollers: Permitted along with small diaper bags and other essential baby items, subject to search.

Family Lounge Presented by Wolfson Children's Hospital: A climate-controlled space designed for parents and little ones

to rest, nurse, or change diapers. Complimentary diapers are provided.

Autograph Zones: Located near the practice grounds and “The Perch” behind the 18th green, these zones offer prime opportunities for young fans to meet the players.

Morgan Stanley Fan Experience: Morgan Stanley Fan Experience: As a Proud Partner of THE PLAYERS, Morgan Stanley will donate $5,000 for every eagle or double eagle made by the pros to First Tee. During the tournament, fans have a chance to add to the donation total by sinking an eagle putt in the Morgan Stanley Fan Experience Tent. The Morgan Stanley Fan Experience Tent is open to the public and features exciting giveaways throughout the week.

Patriots’ Outpost presented by Kevlar EXO: Military members, veterans, and their families are invited to relax at this exclusive venue on the 16th tee, featuring complimentary refreshments and premium tournament views.

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About THE PLAYERS Championship

THE PLAYERS Championship takes place at the world-class THE PLAYERS Stadium Course at TPC Sawgrass, home to the iconic Island Green and features a field of the TOUR’s top players competing for one of golf’s most coveted titles. Morgan Stanley, Comcast Business and Optum® are the exclusive Proud Partners of THE PLAYERS. Proceeds from THE PLAYERS benefit Northeast Florida charities and have totaled more than $120 million since it began in 1974 and moved to Ponte Vedra Beach in 1977. For more on THE PLAYERS, visit THEPLAYERS.com. For more on the surrounding areas, visit floridashistoriccoast.com or visitjacksonville.com.

About Morgan Stanley

Morgan Stanley (NYSE: MS) is a leading global financial services firm providing a wide range of investment banking, securities, wealth management and investment management services. With offices in 42 countries, the Firm's employees serve clients worldwide including corporations, governments, institutions and individuals. For more information about Morgan Stanley, please visit www.morganstanley.com.

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About Optum

Optum is a leading information and technology-enabled health services business dedicated to helping make the health system work better for everyone. Optum delivers intelligent, integrated solutions that help to modernize the health system and improve overall population health. Optum is part of UnitedHealth Group. For more information, visit www.optum.com

About Nemours Children's Health

Nemours Children’s Health is one of the nation’s largest multistate pediatric health systems, which includes two freestanding children's hospitals and a network of more than 70 primary and specialty care practices. Nemours Children's seeks to transform the health of children by adopting a holistic health model that utilizes innovative, safe, and high-quality care, while also addressing children’s needs well beyond medicine. In producing the highly acclaimed, award-winning pediatric medicine podcast Well Beyond Medicine, Nemours underscores that commitment by featuring the people, programs and partnerships addressing Whole Child Health. Nemours Children's also powers the world’s most-visited website with health information written for parents, kids and teens, Nemours KidsHealth.

The Nemours Foundation, established through the legacy and philanthropy of Alfred I. duPont, provides pediatric clinical care, research, education, advocacy, and prevention programs to the children, families and communities it serves. For more information, visit Nemours.org.

For further information: media@nemours.org
