



**FOR IMMEDIATE RELEASE:
May 7, 2026**

Peter Jacobsen Receives 2026 Dave Marr Award
Prestigious award given annually for contributions and passion to the game of golf

THE WOODLANDS, TX—The Insperity Invitational presented by UnitedHealthcare proudly honored Peter Jacobsen as the 2026 recipient of the prestigious Dave Marr Award, recognizing his remarkable career in professional golf and the character he has consistently demonstrated both on and off the course.

Presented annually during the tournament’s Player Dinner, the Dave Marr Award celebrates individuals who exemplify the values that defined the late Dave Marr – sportsmanship, honesty, integrity and a deep passion for the game. Jacobsen joins an elite list of past recipients whose impact on golf and their communities extends far beyond tournament victories, including Arnold Palmer, Ben Crenshaw, Lee Trevino, Tom Watson, Bernhard Langer, Mark O’Meara, Jim Nantz, Johnny Miller, and 2025 honoree Hale Irwin.

Few figures in golf embody those values more completely than Jacobsen. Over a professional career spanning nearly five decades, the Oregon native became one of the sport’s most recognizable and beloved personalities. A 46-year member of the PGA TOUR and an 18-year competitor on PGA TOUR Champions, Jacobsen compiled seven PGA TOUR victories and added two major championships on the Champions Tour. He also proudly represented the United States in the Ryder Cup in both 1985 and 1995.

While his competitive accomplishments are impressive, Jacobsen’s personality and presence have long made him one of golf’s great ambassadors. Known affectionately by fans as “Jake Trout,” he became famous for his quick wit, engaging storytelling and musical talents. In the late 1980s he formed the band Jake Trout and the Flounders alongside fellow TOUR players Payne Stewart, Larry Rinker and Mark Lye, blending golf culture with entertainment in a way that endeared him to fans across the sport.

“Dave Marr was a dear friend, so recognizing the incredible people who make our game and communities great in his honor is a highlight each year during tournament week,” said Bryan Naugle, Executive Director of the Insperity Invitational. “Peter represents everything that makes this award special. He has been a fierce competitor, a tremendous ambassador for the sport and someone who has always treated people with respect and kindness.”

Peter Jacobsen’s impact on golf extends far beyond competition. A longtime champion of the pro-am tradition, he has used the game as a powerful platform for philanthropy, helping raise more than \$40 million for charitable organizations through events he has managed and supported. His commitment to giving back spans a wide range of causes, including Folds of Honor, Juvenile Diabetes Research Foundation, Wounded Warrior Project, Summit Golf Foundation and First Tee, among many others.

Beyond his charitable leadership, Jacobsen has remained deeply involved in the game through broadcasting and business.

He serves as an analyst for NBC Sports, providing insight and commentary at PGA Tour events. As President and CEO of Peter Jacobsen Sports, he has overseen the production of hundreds of sporting events worldwide, using golf to bring together communities, brands and his charitable initiatives.

Jacobsen hosted the Golf Channel programs *Peter and Friends* and *Peter Jacobsen Plugged In*. His creativity has extended into publishing as well, authoring the books *Buried Lies: True Tales and Tall Stories From the PGA TOUR* and *Embedded Balls*, and he continues to share his perspective on the game through his podcast, *Jake's Takes*.

Away from the spotlight, Jacobsen is equally dedicated to family and community. A passionate outdoorsman who enjoys boating and spending time with his grandchildren, he has long used his platform in golf to support charitable initiatives and inspire others through his enthusiasm for the game.

Now residing in Bonita Springs, Florida with his wife Jan, Jacobsen remains one of golf's most cherished figures.

His career reflects a rare blend of competitive success, entertainment and service – qualities that make him a fitting recipient of the Dave Marr Award and a lasting ambassador for the spirit of the game.

About the Insperity Invitational presented by UnitedHealthcare

A PGA TOUR Champions event, The Insperity features the world's premier golfers age 50 and older. With the support of its Official Sponsors: Woodforest National Bank, Hewlett Packard Enterprise, Folds of Honor, UT MD Anderson, BMW of The Woodlands, Breitling, Workday, Audacy, National Car Rental and Pepsi. The Insperity is managed and operated by Pro Links Sports. The tournament has received the prestigious Presidents Award as the best event on the Champions Tour, the President's Award for Excellence in Achievement and twice The Players Award for having the "best of everything" for the players, sponsors and spectators. Interfaith of The Woodlands, one of the local charities benefitting from the tournament, was named a PGA TOUR Champions Charity of the Year. Yes to Youth received the prestigious award in 2025. Past champions include Larry Nelson, Jay Haas, Mark McNulty, four-time winner Bernhard Langer, John Cook, Fred Couples, Brad Faxon, Fred Funk, Esteban Toledo, Ian Woosnam, John Daly, Scott McCarron, Mike Weir, back-to-back winner, Steven Alker, Scott Dunlap and Stewart Cink. For more information about the Tradition of Excellence at The Insperity visit www.insperityinvitational.com, on Instagram @insperityinvitational, Twitter @InsperityInvntnl, or on Facebook at www.facebook.com/InsperityInvitational.



Media Contact:

Chris Dornan
The Insperity
T: 403-620-8731
E-mail: cdornan@championstourgolf.com