



NEWS RELEASE

For immediate release: Jan. 3, 2018

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Makai Glass creates new Sentry Tournament of Champions trophy

Maui company designed and produced custom trophy

MAUI, Hawaii (January 3, 2018) – Sentry Insurance, title sponsor of the Sentry Tournament of Champions, commissioned Maui-based Makai Glass to design and produce the custom hand-made trophy.

“The Sentry Tournament of Champions is a one-of-a-kind, from the champions-only field of players to the beautiful setting at the Plantation Course at Kapalua,” said Stephanie Smith, Sentry vice president of Marketing and Brand Management. “We wanted the trophy to reflect this special place. It seemed only appropriate to find a group of local artists to create it.”

The trophy features a breaking wave and a whale tail—two images that symbolize Maui. It takes its shape from the quote marks found in Sentry’s corporate logo. The trophy colors are Sentry’s corporate colors as well.

“We were very excited about the opportunity to create something so unique and different,” said Randy Schaffer, Makai Glass artist and co-founder. “We used Sentry’s logo and the inspiration of Maui to design something that’s never been done before and create a masterpiece.”

“We take care to infuse mana—the energy of the island—into our work. We want each piece to have the energy of the island in it,” Schaffer added.

The trophy was hand-blown in Makai’s studio in Haliimaile, on the lower slopes of Haleakela. A team of up to 10 artists worked three hours to sculpt the trophy from molten glass. In all, it took more than 100 hours to create the trophy. Schaffer, and co-owner Justin Brown formed Makai Glass in 2010.

“Randy, Justin, and their team took the challenge to heart and created something beautiful and original,” said Smith. “No other PGA TOUR event trophy is anything like it. We hope it will remind the Sentry Tournament of Champions winner of not only his achievement, but also of this amazing place.”

As a mutual company, Sentry believes in being an active corporate citizen. The company has a long history of community involvement and working with and supporting local businesses and communities said Smith. “It seemed only fitting that the trophy be create on Maui,” added Smith.

About Sentry:

Sentry Insurance is one of the largest and most financially secure mutual insurance companies in the United States, holding an A+ (superior) rating from A.M. Best. Sentry and its subsidiaries sell property and casualty insurance, life insurance, annuities, and retirement programs for business and individuals throughout the country. Headquartered in Stevens Point, Wisconsin, Sentry employs more than 4,000 associates in 41 states. See a complete list of underwriting companies at www.sentry.com.

About Makai Glass:

Makai Glass features unique glass-blown sculptures inspired by the sea and volcanic formations of the Hawaiian Islands. Artists Justin Brown and Randy Schaffer and their team of glass artists create each glass piece with the "breath of aloha," infusing it with their love for the islands and its inhabitants. Each hand-sculpted piece carries its own unique, magical quality that illuminates with Hawaiian essence wherever showcased.

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