



Public Diplomacy Award 2023

With reference to the announcement of Ministry of Foreign Affairs and the Thailand Foundation on 28 April 2023 on the Public Diplomacy Award 2023 which was open for nominations of individuals, groups of people, or organizations of any nationals whose works have significant contributions to promoting Thailand, Thai people, and/or Thainess on the international stage. The call for nomination was opened for 3 months, from 1 May 2023 - 31 July 2023.

On 12 September 2023, the Board of the Thailand Foundation announced Moriya “Pro Mo” Jutanugarn and Ariya “Pro May” Jutanugarn as the recipient of the Public Diplomacy Award 2023. The Sisters are awarded due to their continuous contributions in the promotion of Thailand through their outstanding achievements in the international ladies’ golf arena. Their successes have also inspired new generations of professional golfers to follow in their footsteps and become champions in their own rights. As individuals, the Sisters have also represented an image of Thai characteristics through their appearances to worldwide followers. Furthermore, Moriya and Ariya are role models in promoting environmental awareness and social development.

Moriya entered the Ladies Professional Golf Association Tour (LPGA Tour), the world’s foremost golf tournament for women, in 2013. Ariya followed shortly in 2015, setting record as the first Thai female golfer to rank top of the LPGA in only 2 years after joining the association. She also swept 5 major season-ending awards, including the Rolex Player of the Year, and became the first female golfer to win 3 consecutive tournaments within 1 year.

As for Moriya, she was awarded LPGA Rookie of the Year when she joined the association in 2013. She further won the Hugel JTBC LA Open 2018 and the DOW Great Lake Bay Invitational in 2021. In 2023, the Sisters jointly championed the Hanwha Lifeplus International Crown.

Many Thai professional golf players followed footsteps of Moriya and Ariya. Currently, there are 7 Thai professional golf players who have gained champion statuses in the LGPA, including Moriya and Ariya, which are Pajaree Anannarukarn (Pro Meaw), Atthaya Thitikul (Pro



Jean), Paphangkorn “Patty” Tavatanakit (Pro Meow), Chanettee Wannasaen (Pro Proud) and Thidapa Suwannapura (Pro Jasmine).

The story of the Jutanugarn Sisters became the basis of the documentary film “Tee Shot: Ariya Jutanugarn,” with the central message of diligence and working hard to follow one’s dreams. The documentary has been screened in many countries and is also available on the international streaming service Netflix.

Moriya’s and Ariya’s name will be engraved on the Trophy and the “Wall of Fame” along with the name of the past recipient. Both the Trophy and the “Wall of Fame” are on display at the Ministry of Foreign Affairs. Moriya and Ariya will also receive a replica Trophy along with an honorary plaque and a prize of 300,000 baht.

Dr. Soontorn Antarasena was the first and previous recipient of the Public Diplomacy Award, having received the honor in 2022.

The Thailand Foundation will announce the time and details of the Public Diplomacy Award 2023 ceremony later.