



FOR IMMEDIATE RELEASE

VESSEL AND AMERICAN CENTURY CHAMPIONSHIP TO AUCTION AUTOGRAPHED CELEBRITY GOLF BAGS TO PUBLIC FOR CHARITY

Personalized sports memorabilia: Justin Timberlake, Charles Barkley, Aaron Rodgers among 90 bags

June 7, 2016 (*SOUTH LAKE TAHOE, Calif./Nev.*) – <u>Vessel</u> and the American Century Championship are teaming up for the third year to raise money for charity through an online auction of premium golf bags autographed by the 90 participants competing in the annual celebrity tournament at Lake Tahoe, July 19-24.

Vessel has customized event-branded golf bags for each celebrity in the field. In addition to their name being sewn onto the bags, competitors will personally autograph their bag adding to the value and authenticity. All bags are available for bidding online or via text message starting Monday, July 11, through Sunday, July 24, 6 p.m. ET, the day of the final round. All proceeds from the autographed bags will go to the Stowers Institute for Medical Research, a world-class biomedical research organization, which is the official national charity beneficiary of the tournament in 2016. The Stowers Institute is dedicated to improving human health by studying the fundamental processes of life. The Institute is the controlling owner of American Century Investments and has received dividend payments totaling over \$1.2 billion since 2000. The auction has raised nearly \$100,000 over the past two years, with \$47,731.79 raised in 2015 and \$48,080.30 in 2014.

Among the prominent celebrities whose autographed bags will be available are singer and actor Justin Timberlake, NBA Hall of Famer and television personality Charles Barkley, Green Bay Packers quarterback Aaron Rodgers, comedian Larry the Cable Guy and a robust list of Hall of Fame football, baseball and basketball stars. For the full list, visit:

http://americancenturychampionship.com/category/celebrities.

Interested bidders can go to http://golfbag.gesture.com or text "GOLFBAG" to 52182. The bidding for each bag will begin at \$200 and the bidder will be alerted if they have been outbid.

Televised coverage of the tournament will be aired live on NBC Sports and NBCSN. First round Friday coverage airs live on NBCSN, 3-5p.m. PST, 6-8p.m. ET. Second round Saturday and final round Sunday coverage is live on NBC, noon-3p.m. PT, 3-6 p.m. ET. The auction will be promoted during the telecasts to enhance fundraising efforts.

Auction participants will be prompted to create an account before bidding online. Mobile users may bid directly from their devices without registering. The auction is powered by Gesture, a mobile bidding and fundraising platform.

All auction participants will receive a special 25 percent discount offer from Vessel for any bag purchase made at www.vesselbags.com.

Tournament competition begins on Friday, July 22, and continues through Sunday, July 24. Contested under a modified Stableford format, the tournament features \$600,000 in prize money, including the \$125,000 first prize. Over the years, the tournament has raised over \$4.5 million for multiple national and regional charities.



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About American Century Investments

Tournament title sponsor American Century Investments is a leading privately held investment management firm, committed to delivering superior investment performance and building long-term client relationships since its founding in 1958. Serving investment professionals, institutions, corporations and individual investors, American Century Investments offers a variety of actively managed investment disciplines through an array of products including mutual funds, institutional separate accounts, commingled trusts and sub-advisory accounts. Delivering investment results to clients enables American Century Investments to distribute over 40 percent of its profits to the Stowers Institute for Medical Research, a 500-person, non-profit basic biomedical research organization. The Institute is the controlling owner of American Century Investments and has received dividend payments totaling over \$1.2 billion since 2000. For more information about American Century Investments, visit www.americancentury.com.

About the Lake Tahoe Visitors Authority

Designated the "America's Best Lake" by USA TODAY readers (2012), Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination with an array of outdoor recreation, entertainment, nightlife and gaming. Tahoe's timeless splendor and an emerging economic diversity toward health and wellness, green business practices and sustainability continue to define its inimitable personality. For information about lodging, recreation and family packages at Tahoe South, call 1-800-288-2463 or log onto www.TahoeSouth.com.

About Vessel

Headquartered in San Diego, Vessel is the top custom bag maker for professional athletes and celebrities, offering the best in quality and innovation. Each custom bag is handcrafted to reflect the unique personality of every Vessel customer. With every bag purchased, Vessel gives a school backpack to a child in need. Learn more at www.vesselbags.com.