



\$30 MILLION ECONOMIC IMPACT ON LAKE TAHOE FROM AMERICAN CENTURY CHAMPIONSHIP

30th anniversary celebrity golf tournament proves major success for destination

August 14, 2019 (*SOUTH LAKE TAHOE Calif./Nev.*) - On its way to attracting a record number of spectators, 91 celebrities for the week, and international media exposure for Tahoe South, the financial impact of the recent American Century Championship has been estimated at \$30 million.

“The massive impact on lodging, dining, activities, events, gaming, entertainment, shopping, airport activity, non-profit organizations, and myriad businesses directly and indirectly involved with the event is proven,” said Carol Chaplin, president and CEO of the Lake Tahoe Visitors Authority. “Additionally, as a result of network television, national and social media coverage, the event positively reflects the community’s singular vibe and personality and confirms the branding and reputation of Lake Tahoe as a premier destination.”

The stellar field of sports and entertainment celebrities, spectacular summer weather, and a favorable formula of long-term success has led to the continued growth and popularity. Led by repeat champion and former Dallas Cowboys quarterback Tony Romo, Golden State Warriors megastar Steph Curry, entertainment icon Justin Timberlake, local favorite Charles Barkley, 16 Hall of Famers, 22 currently active NFL and NBA All-Stars, as well as entertainers, actors and comedians, the field had the turnstiles spinning to establish a new attendance record of 60,550. And that’s not counting the 300 or so boats that pulled onto shore along the infamous par 3, 17th hole.

“The partnership between American Century Investments, NBC Sports, the LTVA, Edgewood Tahoe, Korbel, additional sponsors and the community continues to exceed expectations,” said Chaplin. “Every year fresh ideas and creativity help expand the appeal.”

The ACC has raised well over \$5 million through the years for national, regional and local non-profits with enthusiastic expectations for this year’s edition.

The 2020 tournament is July 7-12. For more information: www.AmericanCenturyChampionship.com.

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