



## AMERICAN CENTURY CHAMPIONSHIP EXTENDS TAHOE RUN

### *Four-Year Agreements Through 2026: LTVA, NBC, Edgewood, Harrah's, Harveys*

**April 26, 2023** (*SOUTH LAKE TAHOE, Calif/Nev.*) – NBC Sports and the Lake Tahoe Visitors Authority have announced their continued partnership with the American Century Championship, golf's premier celebrity tournament, with a contract extension through 2026. What's emerged over the past 34 years as a magical blend of sports and entertainment celebrities golfing, competing and celebrating along a spectacular Lake Tahoe setting will remain a major attraction at the popular resort region for another four summers.

NBC, which owns and will televise the July 14-16 tournament, and Visit Lake Tahoe, the destination marketing organization for the South Shore in California and Nevada, have been partners since the inaugural event in 1990.

Two complementary, four-year extensions among tournament sponsors were also announced: with LTVA and Edgewood Tahoe Golf Course; also, between NBC and Harrah's and Harveys Lake Tahoe as host resorts.

American Century Investments, celebrating its 25<sup>th</sup> year as title sponsor this July, is currently engaged through 2024.

"Besides it being our largest special event of the summer, this tournament represents a special bond, trust and friendship among the various partners: NBC, American Century, the LTVA, Edgewood, our resorts and the local community," said Carol Chaplin, President and CEO of the Lake Tahoe Visitors Authority. "It's impactful as far as creating awareness, generating overnight stays and helping our economy, as well as its benefit to local charitable initiatives. And it accurately reflects our brand of 'Awe and then Some.'"

What began modestly as replacement programming for NBC during the Major League Baseball strike in 1990, the event found a niche and exploded over the years to be recognized as the premier event in celebrity golf. Its pairing with Lake Tahoe and the venue's summer appeal, natural setting and 24-hour lifestyle has attracted major sports stars and entertainers with opportunities to compete, mingle and vacation.

"That first year we had 48 players and maybe 3,500 fans. Now it's 82 players and more than 67,000 fans last year, more than most professional golf tournaments," said Jon Miller, President, Acquisitions and Partnerships, NBC Sports Group. "We've developed a relationship of mutual support through the years with the LTVA and the entire South Lake Tahoe community. It's a special place and for the players, one look at the course and the venue and they're hooked. It becomes an annual event they plan around."

The tournament will feature more than 80 sports stars including Hall of Famers from the NFL, NBA, NHL and MLB, active and retired players, as well as Hollywood actors, comedians and entertainers. The three-day, 54-

hole tournament includes a \$600,000 purse, with \$125,000 going to the winner, plus a charity component for local and national non-profits. Wednesday and Thursday practice rounds precede competitive play.

Annual favorites include Steph Curry, Charles Barkley, Tony Romo, Patrick Mahomes and Travis Kelce, along with Northern California sports stars Jerry Rice, Steve Young, Aaron Rodgers, Derek Carr, Charles Woodson, and Robbie Gould. Actors and comedians include Miles Teller, Colin Jost, Larry the Cable Guy, Ray Romano and Jack Wagner. Newcomers include standup comic Nate Bargatze; NFL Las Vegas Raiders All-Pro receiver Davante Adams, and Tampa Bay Buccaneers quarterback Baker Mayfield.

Three-time champion Tony Romo will defend his title, captured last year on the second hole of a three-person playoff. The scoring system utilizes the Modified Stableford format whereby points are awarded by score per hole. Edgewood Tahoe Golf Course, a George Fazio design that opened in 1968, is rated by Golf Digest Magazine as one of “America’s Top 100 Golf Courses.”

The appeal to fans and an NBC television audience is captured along the signature, beachfront par 3, 17<sup>th</sup> hole. Fans on boats line the hole from tee to green to enjoy good-natured bantering with the players as they shoot free throws at the temporary basketball hoop adjacent to the tee box and toss footballs and souvenirs to the assembled gathering. Last year’s record attendance was attributable to the star-studded field, on-course fun, the spectacular scenery, and a vibrant nightlife scene at the Stateline, Nev., casino/resorts.

Tickets for Wednesday’s practice round and Thursday’s Celebrity-Amateur are \$30 each day; with Tournament rounds Friday, Saturday and Sunday at \$40 daily. A Weekly Grounds Pass for all five days – Wednesday through Sunday, is just \$125, a \$55 savings. With a limited number of tickets available, fans are encouraged to act now to secure their spot among the stars. All tickets are offered online – no ticket purchases are available at the gate.

Reflecting the destination’s support and expansion of numerous sustainability initiatives, the LTVA will offer bike valet and free shuttle service from an off-site location. Information on both services will be provided soon on [www.VisitLakeTahoe.com](http://www.VisitLakeTahoe.com) and via tournament social media platforms.

For active duty and retired veterans, a limited supply of complimentary tickets for one person plus a guest for either Wednesday or Thursday rounds is also available, two tickets maximum. Visit <https://acc.spinzo.com/?group=military-offer-xuxw> for instructions.

Since its inception in 1990, the American Century Championship has donated more than \$6 million to local and national non-profits.

For the latest details, photos, celebrity tweets and fan contests using #ACCgolf go to @ACChampionship on [Twitter](#) and [Instagram](#), and [Facebook](#). For tournament information and updates: [www.AmericanCenturyChampionship.com](http://www.AmericanCenturyChampionship.com).

For destination information, accommodations, and events explore: [www.VisitLakeTahoe.com](http://www.VisitLakeTahoe.com), or call 1-800-288-2463. [Facebook](#), [Twitter](#), [YouTube](#), [Instagram](#) use #VisitLakeTahoe to share posts.

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### **About the Lake Tahoe Visitors Authority**

With more than 75 plaudits and accolades from national media outlets, Visit Lake Tahoe combines the distinctive appeal of two worlds: unparalleled natural beauty and an array of world-class outdoor recreation, entertainment, nightlife and gaming. As a responsible tourism destination, it offers a balanced approach regarding social and environmental impacts to preserve its appeal for generations. For information about lodging, recreation, events, and mindful travel at Visit Lake Tahoe, call 1-800-288-2463 or log onto [www.VisitLakeTahoe.com](http://www.VisitLakeTahoe.com).

### **About American Century Investments – Tournament Title Sponsor**

American Century Investments is a leading global asset manager focused on delivering investment results and building long-term client relationships while supporting breakthrough medical research. Founded in 1958, American Century Investments' 1,400 employees serve financial professionals, institutions, corporations and individual investors from offices in New York; London; Frankfurt; Hong Kong; Sydney; Santa Clara, Calif.; and Kansas City, Mo. Jonathan S. Thomas is president and chief executive officer, and Victor Zhang serves as chief investment officer. Delivering investment results to clients enables American Century Investments to distribute over 40% of its dividends to the Stowers Institute for Medical Research, a 500-person, nonprofit basic biomedical research organization. The Institute owns more than 40% of American Century Investments and has received dividend payments of nearly \$2 billion since 2000. For more information about American Century Investments, visit [www.americancentury.com](http://www.americancentury.com).