



## **DISCOVER BOATING DROPS ANCHOR AT AMERICAN CENTURY CHAMPIONSHIP IN LAKE TAHOE ON NBC, JULY 12-16**

*Premier Celebrity Golf Tournament Announces Partnership with Discover Boating on the Green and the Water*

**June 14, 2023** (*SOUTH LAKE TAHOE, Calif./Nev.*) – The [American Century Championship](#) and NBC Sports have announced a new partnership with [Discover Boating](#), the North American recreational boating industry’s brand for all things boating, to bring golf’s premier celebrity tournament action and fun on the green to the spectacular waters of Lake Tahoe.

Discover Boating is sponsoring the signature waterfront off the par 3, 17<sup>th</sup> hole to capture epic views of the action on the course surrounded by boaters, fans and celebrities. Additionally, a Discover Boating boat will be cruising Lake Tahoe and anchoring off of the par 3, 17<sup>th</sup> hole for a can’t-miss, “from the helm” perspective of the on-land and on-water entertainment.

“We are thrilled to partner with American Century Championship and NBC Sports to offer unique boatside views of the top names in sports and entertainment golfing, competing and celebrating in a boater’s and golfer’s paradise,” said Ellen Bradley, chief brand officer for Discover Boating. “Teaming up with this iconic, star-studded event is a natural fit with shared affinity between boaters and golfers, and the signature 17<sup>th</sup> hole on the shoreline creates the perfect backdrop to spotlight two of America’s favorite pastimes.”

Not only is the stunning lakefront location of Edgewood Tahoe Golf Course a visual paradise for outdoor enthusiasts, but being surrounded by the water is a boost for one’s [mental wellness](#). There is a scientific connection between water and happiness where the mere sight and sound of water is known to increase serotonin, lower cortisol and reduce stress. Like golf, boating not only allows people to escape their daily routines and enjoy the outdoors, it provides a compelling social aspect where shared experiences are created with special bonds and memories made.

[DiscoverBoating.com](#) is a resource to help find ways to get on the water, whether through buying a boat, rentals, boat clubs, peer-to-peer sharing and more.

Tournament week for the 54-hole competition begins Wednesday, July 12, with the Friday – Sunday tournament televised nationally by NBC with special coverage on GOLF Channel. The celebrity field includes Steph Curry, defending champion Tony Romo, Charles Barkley, Aaron Rodgers, Patrick Mahomes, Josh Allen, JJ Watt, John Elway, Jerry Rice, Milers Teller, Colin Jost and Ray Romano among the 86 sports and entertainment stars. Edgewood Tahoe Golf Course is

a George Fazio design, with re-design elements from Tom Fazio, and rated by Golf Digest Magazine as one of “America’s Top 100 Golf Courses.”

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).

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**MEDIA NOTE:** Credentialed media: videographers and photographers can request a ride on the boat for a unique view of the course from the water. **Contact:**

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[Discover Boating](#), powered by the National Marine Manufacturers Association (NMMA) and the Marine Retailers Association of the Americas (MRAA), is the North American recreational boating industry’s consumer-facing brand focused on engaging and supporting the next generation of boaters, the recent influx of new boaters, and long-time boat owners. Discover Boating helps you get on the water and enjoy the unique experiences only boating can provide. From inclusive resources, tips and lifestyle content to the stories of real boaters, Discover Boating helps make getting started in boating accessible and fun. Learn more at [DiscoverBoating.com](http://DiscoverBoating.com) and @DiscoverBoating on Instagram, Facebook and Twitter.

**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).