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## SOUTH TAHOE NONPROFITS RECEIVE \$77,000 IN DONATIONS FROM LIVESTRONG® AND LTVA

*Cancer and Community Groups Receive Additional Support from American Century Championship*

**February 9, 2010** (*South Lake Tahoe, Calif. / Nev.*) – Numerous South Lake Tahoe non-profit organizations began 2010 on a positive note, receiving \$77,000 in contributions from LIVESTRONG, the [Lance Armstrong Foundation's](#) (LAF) global movement to fight cancer, through its association with the [American Century Championship](#) and the [Lake Tahoe Visitors Authority](#).

Representatives of 14 area organizations were presented with checks at a recent LTVA board of directors meeting. As a result of the 2009 golf tournament, more than \$167,000 has been distributed to local organizations.

"The generosity to our community from LIVESTRONG®, NBC Sports and American Century Investments is overwhelming," said Carol Chaplin, executive director of the LTVA. "Our 20-year partnership has resulted in South Shore's largest special event – and with it a great deal of media attention, business, and assistance to the local community with financial support. Everyone wins."

For the fourth consecutive year, the Lance Armstrong Foundation was the official charity of the American Century Championship. The tournament helps build awareness of the LIVESTRONG Global Cancer Campaign, while raising funds for the LAF's cancer survivorship initiatives. Collaborating with the LAF is a natural fit for American Century Investments, given the fact that more than 40 percent of the asset management firm's profits go to fund research for the prevention and cure of gene-based diseases such as cancer. Of the donation, \$28,000 was distributed between several cancer support programs including Barton Hospital's mammogram screening, Relay for Life, the community clinic's pap smear program, and the Cancer League.

The \$49,000 balance was distributed among Court Appointed Special Advocates (CASA), South Lake Tahoe Women's Center, Family Resource Center, Tahoe Arts Project, Christmas Cheer, South Tahoe and Whittell High Schools, and Lake Tahoe and Douglas County Education Foundations.

Tahoe Youth and Family Services, Bread & Broth, and The Boys & Girls Club of Lake Tahoe split \$90,000 in contributions last summer. Throughout the years, the tournament has supported numerous area non-profits. The Soroptimist International local chapter receives a percentage of food and beverage sales at the event for staffing concession stands, with other groups also providing staff. The Angora Fire Fund received \$190,000 in donations from Charles Barkley toward its relief efforts to victims of the 2007 area fire.

Now in its 21<sup>th</sup> year, the American Century Championship has evolved into a local and national institution. The combination of two decades of memories plus sports and entertainment superstars including Michael Jordan, Charles Barkley, Tony Romo, Ray Romano, Mario Lemieux, Dale Jarrett, Dan Marino, John Elway and Jerry Rice, has made it network television's longest running celebrity golf tournament.

"We made the decision to utilize the American Century Championship as a vehicle toward effective impact on important causes and have pledged to contribute annual to local community service initiatives," said Jon Miller, Executive Vice President of NBC Sports. "The residents of the Lake Tahoe area are as much a part of this event as the players themselves."

This year's tournament is July 13-18 at Edgewood Tahoe Golf Course. For more information, visit: [www.TahoeSouth.com](http://www.TahoeSouth.com) or [www.TahoeCelebrityGolf.com](http://www.TahoeCelebrityGolf.com).



Lake Tahoe Visitors Authority Board along with representatives from following organizations are pictured above: Barton Hospital, Relay for Life, Cancer League, Court Appointed Special Advocates (CASA), South Lake Tahoe Women's Center, Family Resource Center, Tahoe Arts Project, Christmas Cheer, South Tahoe and Whittell High Schools, and Lake Tahoe and Douglas County Education Foundations. Checks were presented at the LTVA January 14, 2010 Board Meeting.

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