



FOR IMMEDIATE RELEASE
June 3, 2010

**RALEY'S BRINGS DISCOUNTED TAHOE CELEBRITY GOLF TOURNEY TICKETS
TO THE CHECKSTAND**

*American Century Championship Tickets on Sale Now
at Area Raley's, Bel-Air and Nob Hill Foods Supermarkets*

(*South Lake Tahoe, Calif./Nev.*) – Grocery shoppers can now add Michael Jordan, Charles Barkley, Tony Romo and Taylor Hicks to the basket at their neighborhood Raley's, Bel-Air and Nob Hill Foods supermarkets by purchasing specially priced tickets to the American Century Championship (<http://www.TahoeCelebrityGolf.com>) at Edgewood Tahoe Golf Course, July 13-18, 2010.

Tickets are on sale now at 128 locations throughout Northern California and Nevada through July 17. Stores will offer tickets to the celebrity golf tournament at a discounted rate of \$22, or \$18 with a grocery purchase of \$50 or more at their checkout areas. These one-day tickets are for Friday, Saturday or Sunday of the tournament: July 16, 17 and 18. Ticket purchases are limited to four per person. For a full list of stores selling discounted tickets, see www.tahoecelebritygolf.com/tickets.html.

Tickets are also sold online at www.TahoeSouth.com, www.TahoeCelebrityGolf.com and at the gate. Prices are \$15 each day for the Lake Tahoe Celebrity-Amateur on Tuesday, July 13, the practice round on Wednesday, July 14 and for the American Century Celebrity-Am on Thursday, July 15. Entry each tournament round: Friday, Saturday and Sunday costs \$25 per day. Season Passes to the event, good for any day of the tournament, are \$60.

The American Century Championship Player Roster (www.tahoecelebritygolf.com/playerlist.html) includes well known sports and entertainment legends such as John Elway, Jerry Rice, Marcus Allen, and more. Newcomers this year include Minnesota Vikings NFL All-Pro defensive end Jared Allen, professional skateboarder Ryan Sheckler and American Idol Taylor Hicks. The field of 78 players will raise charity funds for the LiveStrong Foundation's fight against cancer.

With the help of NBC, the American Century Championship has become an international attraction. It is nationally televised on both NBC and ESPN 2 each summer and annually more than 30,000 spectators attend the tournament each year.

For tournament tickets, information and lodging packages, visit: www.TahoeSouth.com. For more information on the American Century Championship, go to www.tahoecelibritygolf.com.



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For further information, contact:
Phil Weidinger
Public Relations
775/588-2412
dinger@weidingerpr.com