



## **ECONOMIC IMPACT OF AMERICAN CENTURY CHAMPIONSHIP ON SOUTH SHORE ESTIMATED BETWEEN \$10-20 MILLION**

**July 29, 2011** (*Stateline, Nev.*) – The economic impact from this year’s American Century Championship on South Lake Tahoe is estimated at \$10 -20 million.

The figure, provided by the Lake Tahoe Visitors Authority, represents total spending throughout the region: lodging, dining, activities, entertainment and gaming combined with the media exposure generated for the destination leading up to and during the week.

The 22<sup>nd</sup> annual tournament at Edgewood Tahoe is coming off a record-breaking year in 2011 with over 40,000 spectators in attendance and millions of viewers on VERSUS and NBC Sports. Media coverage online, in newspapers, magazines, radio and television continues to expand, providing exposure for the area in feeder cities throughout the west, east coast major markets and internationally.

“The combination of a major attraction with world renowned sports celebrities, network television, national media exposure plus visitor and business appeal in this special venue has made the American Century Championship the perfect event for our destination,” said Carol Chaplin, executive director of the LTVA. “We’re able to put South Shore Lake Tahoe on the map in a memorable way to display its beauty and amenities. It’s been working a long time.”

Since its inception in 1990, the tournament has raised over \$4 million for national and local charities and organizations. Through its affiliation with American Century, **LIVESTRONG** has been the tournament’s official charity since 2007. This year’s event generated some \$700,000 for **LIVESTRONG** and other charities via fundraising and a hole-in-one scored by former NHL All-Star Joe Sakic, whose final round feat triggered an insurance payout of \$500,000 to the charity.

Numerous local groups benefit through their participation with the event including Soroptomist International, Lake Tahoe Education Foundation and Whittell High School sports programs and South Lake Tahoe high schools. Funding support of at least \$100,000 for area non-profits will be realized once again this year.

In addition to revenue generated throughout the area at lodging properties and restaurants from California to Stateline, the destination received network television exposure as well as coverage via Associated Press, Golf Channel, ESPN, NFL Media, San Francisco Chronicle, Sacramento Bee, L.A. Times, Reno Gazette Journal and scores of other major dailies and websites. Nationally-syndicated and other sports radio programs conducting shows live from Edgewood included SIRIUS Satellite Radio, Sporting News Radio, Fox Sports Radio, KNBR, WHB Radio and KGME Radio. A total of 19 celebrities conducted live and taped satellite interviews with TV stations throughout the country and Turner Sports, ESPN, NFL Network, Golf Channel and DirectTV Sports were on site gathering news throughout the week.

Strategically situated on the calendar in the brief period between the end of the basketball and hockey seasons but before the start of NFL training camps, the tournament boasts a field that includes some of the biggest names in sports and entertainment, including Michael Jordan, Charles Barkley, Jason Kidd, John Elway, Ray Romano and Tim Tebow. This past year, the field included over 30 active and former NFL players and coaches (six of them Heisman Trophy winners) and Hall of Famers from all the major sports. Over the years, Donald Trump, Dennis Quaid, Dennis Miller and a host of others from the entertainment field have joined the competition at famed Edgewood Tahoe Golf Course.

The 2012 tournament is July 17-22 at Edgewood Tahoe Golf Course. For more information, visit: [www.TahoeSouth.com](http://www.TahoeSouth.com) or [www.TahoeCelebrityGolf.com](http://www.TahoeCelebrityGolf.com).

For real time updates on events, promotions, packages, conditions and events in South Lake Tahoe, visit The Lake Tahoe Visitors Authority on Facebook: [www.facebook.com/TahoeSouth](http://www.facebook.com/TahoeSouth), Twitter: [www.twitter.com/SouthShoreTahoe](http://www.twitter.com/SouthShoreTahoe), and YouTube: [www.youtube.com/LTVA](http://www.youtube.com/LTVA). For information about Lake Tahoe South Shore, call 1-800-AT-TAHOE (1-800-288-2463) or visit [www.tahoosouth.com](http://www.tahoosouth.com).



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

Set at 6,300', South Lake Tahoe combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination. That ageless splendor and an emerging economic diversity toward health and wellness, green business practices and sustainability continue to define its inimitable personality. For information about lodging, recreation and family packages at South Shore Lake Tahoe, call the Lake Tahoe Visitors Authority, 1-800-AT-TAHOE (1-800-288-2463) or log onto [www.TahoeSouth.com](http://www.TahoeSouth.com).