



DRAFT

VESSEL AND AMERICAN CENTURY CHAMPIONSHIP USING AUTOGRAPHED GOLF BAGS TO RAISE MONEY FOR CHARITY

Annika Sorenstam, Charles Barkley, Steph Curry top celebrity lineup

July 7, 2014 (South Lake Tahoe, Calif./Nev.) Vessel and the American Century Championship are raising money for charity this month through an auction of premium golf bags autographed by the celebrity participants competing in the annual championship tournament at Lake Tahoe July 15-20.

Vessel customized event-branded golf bags for each celebrity player in the field. Competitors using their custom golf bags will autograph the bag at the end of the week and each will be available for bidding online or via text message starting Monday, July 7, and through Sunday, July 20, the day of the final round. All proceeds from the autographed bags will go to the Stowers Institute for Medical Research, a world-class biomedical research organization, which is the official national charity beneficiary of the tournament in 2014.

Among the prominent celebrities whose autographed bags will be available are former LPGA great Annika Sorenstam, NBA Hall of Famer and television personality Charles Barkley, Golden State Warriors superstar Steph Curry and Green Bay Packers quarterback Aaron Rodgers.

Interested bidders can go to <https://mylab.co/events/iY/> or send a text "GOLFBAG" to 52182. The bidding for each bag will begin at \$200 and the bidder will be alerted if they have been outbid.

The tournament will be televised live by NBCSN on Friday from 4-7 p.m. ET and by NBC Sports on Saturday and Sunday from 3-6 p.m. ET both days. The auction will be promoted during the telecasts to enhance fundraising efforts.

Auction participants must create an account before bidding and mobile users will be asked to give their full name and mobile number with the area code to create a username. Auction participants can search for the celebrity of their choice at the top of the auction page. The auction is powered by AuctionsByCellular, a mobile bidding and fundraising platform.

All auction participants will receive a special 25 % discount offers from Vessel for a custom golf bag purchase by visiting the same website.

Tournament competition begins on Friday, July 18 and continues through Sunday, July 20. It is contested under a modified Stableford format with \$600,000 in prize money at stake, including the \$125,000 first prize. Over the years, the tournament has raised over \$4 million for multiple national and regional charities.

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