



FOR IMMEDIATE RELEASE

901® TEQUILA NAMED OFFICIAL TEQUILA OF AMERICAN CENTURY CHAMPIONSHIP

Premier celebrity golf tournament from Lake Tahoe set for Friday-Sunday, July 22-24, on NBC, NBCSN

July 7, 2016 (SOUTH LAKE TAHOE Calif./Nev.) – 901® Tequila has been named the official tequila of the *American Century Championship* celebrity golf tournament in Lake Tahoe, the event announced today. Featuring more than 80 stars from the world of sports and entertainment, the *American Century Championship* airs Friday, July 22 – Sunday, July 24, on NBC Sports Group’s family of networks, NBC Sports and NBC Sports Network (NBCSN).

901 Tequila will have a promotional and on-course presence at the July 19-24 event featuring sports and entertainment stars competing for \$600,000 in prize money and raising funds for multiple charities. Justin Timberlake, founder of 901 Tequila, is also returning to compete in the 27 year-old tournament for the second consecutive year.

As part of the sponsorship, tournament officials have created the 901 Tequila Bar on the 14th hole during competition Thursday through Sunday. The venue will feature a viewing platform at one of the best spectator locations on the course, cash bar and food, open to patrons 21 years and older. 901 Tequila will also be featured at the Wednesday night pairings party and the Saturday evening Awards Party. 901 Tequila is a triple distilled, super premium, 100% agave tequila that offers a smooth taste crafted using only the finest Blue Weber agave. For more information, visit www.901.com, like on [Facebook.com/901Tequila](https://www.facebook.com/901Tequila), or follow on Twitter and Instagram @901Tequila.

The field includes major sports and entertainment names like Charles Barkley, Aaron Rodgers and Ray Romano plus some 20 active athletes from the NFL, NBA and NHL, 13 Hall of Famers, more than 20 former all-stars and a host of prominent actors, comedians and politicians playing in front of live NBC cameras and galleries up to 40,000 at the famed resort destination’s Edgewood Tahoe Golf Course. Other prominent mainstays participating in the event include, actor/comedian Larry the Cable Guy and all-time greats Jerry Rice, Roger Clemens, Emmitt Smith, Steve Young, Steve Spurrier and Greg Maddux.

The field will also include a long list of famous first-timers with current NFL stars Larry Fitzgerald of the Arizona Cardinals joined by Brandon Marshall of the New York Jets, and Golden Tate of the Detroit Lions, Andre Iguodala of

the 2015 World Champion Golden State Warriors, Hall of Fame wide receiver Cris Carter, former MLB star Todd Helton, Cincinnati Bengals head coach Marvin Lewis and NASCAR driver Brian Vickers.

Four women will make their inaugural appearances at Tahoe, including two-time Olympic Soccer Gold Medalist Abby Wambach, 2013 Women's World Long Drive Champion Heather LeMaster, NHL on NBC host Kathryn Tappen and Golf Channel host Blair O'Neal. Golf Channel host Lisa Cornwell returns for 2016, bringing the number of female competitors to five, the largest in tournament history.

American Century Championship Airtimes

Friday, July 22	6-8 p.m. ET / 3-5 p.m. PT (live)	NBCSN
Saturday, July 23	3-6 p.m. ET / Noon-3 p.m. PT (live)	NBC
Sunday, July 24	3-6 p.m. ET / Noon-3 p.m. PT (live)	NBC

For further information, contact:

Steve Griffith
Vizion Group
484/433-7757 (East Coast)
sgriffith@viziongroup.net

Phil Weidinger
Weidinger Public Relations
775/588-2412
dinger@weidingerpr.com

Dan Cohen
901 Tequila
312/371-9760
dan.cohen@beamsunstory.com



###

DRINK RESPONSIBLY

SAUZA® 901® Tequila, 40% Alc./Vol. ©2015 Sauza® Tequila Import Company, Deerfield, IL
All trademarks are the property of their respective owners.

About American Century Investments

Tournament title sponsor American Century Investments is a leading privately held investment management firm, committed to delivering superior investment performance and building long-term client relationships since its founding in 1958. Serving investment professionals, institutions, corporations and individual investors, American Century Investments offers a variety of actively managed investment disciplines through an array of products including mutual funds, institutional separate accounts, commingled trusts and sub-advisory accounts. Delivering investment results to clients enables American Century Investments to distribute over 40 percent of its profits to the Stowers Institute for Medical Research, a 500-person, non-profit basic biomedical research organization. The Institute is the controlling owner of American Century Investments and has received dividend payments totaling over \$1.2 billion since 2000. For more information about American Century Investments, visit www.americancentury.com.

About the Lake Tahoe Visitors Authority

Designated the "America's Best Lake" by USA TODAY readers (2012), Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination with an array of outdoor recreation, entertainment, nightlife and gaming. Tahoe's timeless 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 Tahoe South, call 1-800-288-2463 or log onto www.TahoeSouth.com.