



FOR IMMEDIATE RELEASE

KORBEL CALIFORNIA CHAMPAGNE® TOASTS VIP GOLF TOURNAMENT

\$250,000 for hole-in-one

Korbel & American Century Celebrity Golf Championship partner to give fans behind the scenes access to sports & entertainment superstars

June XX, 2016 (SOUTH LAKE TAHOE, Calif./Nev.) – Korbel California Champagne® is adding to its celebratory reputation by honoring the American Century Championship of celebrity golf, July 19-24 in Lake Tahoe. For the fifth year, Korbel will host a \$250,000 Closest to the Pin competition in addition to the favorite annual “Celebrity Spray-Off,” which encourages players to show off their champagne-spraying skills.

Thousands of fans and celebrities will take over Lake Tahoe to once again be a part of the tournament festivities, celebrating with honorary cocktails and enjoying the breathtaking scenery from the Korbel Experience Tent on the grounds of the Edgewood Tahoe Golf Course.

Korbel will offer fans and celebrities numerous opportunities to participate in the fun such as:

Celebrity Closest to the Pin Contest: This fifth-annual competition gathers 15 of the tournament’s most notable players for two chances to make a hole-in-one from 155 yards for \$250,000; half of the prize winnings will be donated to a local charity. The 2016 designee is Take Care, an informational campaign created by the Tahoe Fund to promote eco-consciousness and lake clarity in the Tahoe Basin. If no hole-in-one is made but a player is within two feet, \$25,000 will be awarded with half to the player and half to the charity. If no one is within two feet, Korbel will award a consolation prize of \$5,000 to the local non-profit.

This year’s contest takes place on Friday, July 22 on hole No. 17, the scenic par 3 along the Lake, following the first round of play and promises to be a crowd-pleaser.

Last year’s contest was won by Duck Dynasty’s Willie Robertson. In honor of his win, Korbel Toast Life® Foundation donated \$5,000 to Lake Tahoe Wildlife Care.

Celebrity Spray-Off: Celebrities and athletes playing in the golf tournament will show off their winning skills as they test their best celebratory champagne spray in order to win \$5,000 for their charity of choice from the Korbel

Toast Life® Foundation. Past winners include Joe Theismann, Shane Battier and Jerome Bettis. Korbel will judge participants on champagne spray creativity and cork distance. The Spray-Off will take place throughout the day Thursday, July 21 between holes 17 and 18.

Celebrating Responsibly: Korbel, in partnership with TEAM Coalition, is challenging tournament fans to sign a responsibility pledge that outlines ways in which to celebrate responsibly. Everyone who attends the event plays an important role by drinking responsibly, behaving respectfully, and always having a designated driver. On Thursday and Friday of tournament play, fans can sign a large oversized golf ball to show their support.



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Celebrate Responsibly

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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 Korbel

Established in 1882 in Sonoma County's Russian River Valley, Korbel Champagne Cellars produces the United States' most popular *méthode champenoise* champagne. But, the true measure of Korbel's success during its 134 years can be seen in the impact it's had on American consumers and its presence at various celebrations throughout the years. Owned and managed by the Heck family since 1954, Korbel currently makes eleven California champagnes and a limited amount of still wine. In a separate facility, Korbel also produces one of the country's most respected brandies.

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.