

LAKE TAHOE - 2009

AMERICAN CENTURY CHAMPIONSHIP

Update for Day One - July 16, 2009

**DICK VERMEIL SPEAKS ABOUT WINE;
INAUGURAL GENE UPSHAW SCHOLARSHIP;
LIVESTRONG GLOBAL CANCER CAMPAIGN**

DICK VERMEIL in TAHOE

Super-Bowl winning coach Dick Vermeil made an appearance to promote his new line of Vermeil Wines.

Claiming “wine is in my blood” from having grown up in a home-made wine producing family. Vermeil Wines are carefully crafted in Calistoga, Calif., from grapes that come from Frediani Vineyard also in Calistoga.

They expect to produce about 2,000 cases this year.

For more info, please log on to:
www.vermeilwines.com



GENE UPSHAW SCHOLARSHIP

LAKE TAHOE, CA/NV -- The American Century Championship has announced the inaugural Gene Upshaw Scholarship Award to honor the memory of the NFL Hall of Famer and longtime NFL Player Association Executive Director.

The \$2,000 scholarship will be presented to Nick Warner, student body president and football player at Whittell High School (Douglas County, Nev.) by Terri Upshaw, Gene’s widow, on behalf of NBC Sports and Edgewood Tahoe.

The Gene Upshaw Scholarship Award recognizes attributes found within Lake Tahoe area students reflecting leadership and excellence in sports and academics.

“This is a dynamic, relevant way to memorialize Gene,” offered Mrs. Upshaw. “I look forward to meeting Nick and future scholarship recipients. Leadership was one of Gene’s greatest attributes and this is a tangible way to help deserving students reach their goals.”

The award will be presented each year in conjunction with the annual celebrity golf tournament that comes to Edgewood Tahoe Golf Course each summer.

Upshaw was a popular participant in the tournament and an admired member of the Lake Tahoe community, spending time with his family at their home in North Lake Tahoe.

LIVESTRONG



Doug Ullman, CEO & President of the Lance Armstrong Foundation (LAF) speaks along with American Century’s Mark Killen and NBC’s Jon Miller regarding the commitment of both American Century Investments and NBC to the LIVESTRONG Global Cancer Campaign. The LIVESTRONG Campaign is all about “saving lives” according to Ullman, a cancer survivor himself.

The yellow LIVESTRONG logo - on players’ golf shirts, caddie bibs and course décor - was heavily promoted throughout the event.

For more info or to read about other daily activities at the event, please log on to: www.skiernews.com/SKIERNEWS-TahoeGolf.htm