

# NBC’S AMERICAN CENTURY GOLF EVENT PROVIDES a SUMMER SHOWDOWN in TAHOE SOUTH JULY 9–13

Will the 2023 winner square off with the 2024 champ?

SOUTH LAKE TAHOE, CA/NV – Summer’s premier event, the American Century Championship in South Lake Tahoe, takes place in July at the beautiful Edgewood Tahoe Golf Course in Stateline, Nev.

South Lake Tahoe is a fun place to visit in winter to ski, snowmobile, party or just enjoy the scenery of the snow-capped peaks surrounding the beautiful lake.

Summers, however, are spectacular and packed with activities. The Tahoe South comes alive each July with a star-filled celebrity golf event. Plan your summer Tahoe visit for NBC’s American Century Championship Celebrity Golf tournament, July 9-13.

The event will once again be televised live on NBC networks on Friday, Saturday and Sunday.

There are many activities that begin mid-week on Wednesday, July 9, with Celebrity Pro- Am golf events. This gives the celebs a chance to warm-up to playing at the beautiful Edgewood golf course in 6,200 feet of altitude.

In past years WWE’s The Miz played alongside fan favorites like Charles Barkley, Alfonso Ribeiro, Larry the Cable Guy as well as NHL Stars Joe Pavelski and TJ Oshie. Last year’s Stanley Cup winner, Matthew Tkachuk, made his first appearance.

You could rub elbows with athletes like NFL legend Jerry Rice, music greats like Jay DeMarcus and Jason Scheff or TV stars like Jack Wagner. Many people take selfies with the celebrities.

The 2023 winner was NBA star Steph Curry, who skipped the 2024 event to prepare and win the USA Basketball Gold in the Summer Olympics. The 2024 winner was US Tennis great Mardy Fish. The showdown revives the friendly rivalry as Curry overtook Fish in 2023 on the 18th hole by sinking an Eagle putt to seal his victory. Curry also added to his Stableford point total by shooting a hole-in-one on the 7th hole on the second day of play.

Last year, Fish trailed the contenders only on Day One when NFL star Adam Thielen had a one point lead. Fish fin-

ished the tournament with a Stableford score of +83 to win. This was the highest winning point total since 2010.

In other news, Charles Barkley (NBA great, retired) beat the Caesar’s betting odds to finish with his best score ever with -4 Stableford points, tied for 52nd place. In 2023, he finished in 81st place with -32 points. This was quite an improvement and best finish in his 29 years of play.

If you are looking for great accommodations in South Lake Tahoe, check out Beach Retreat & Lodge online at: [www.tahoebeachretreat.com](http://www.tahoebeachretreat.com). More great lodging in South Lake Tahoe can be found at Hotel Becket, which is walking distance to the golf course. Please visit them online at: [www.hotelbecket.com](http://www.hotelbecket.com)

For photo essays from past American Century events and happenings off the golf course, please visit [www.skiernews.com/TahoeGolf.htm](http://www.skiernews.com/TahoeGolf.htm)

For on-course podcast interviews with many athletes and celebrities, log on to [www.AlwaysUpright.com](http://www.AlwaysUpright.com) and click the Sports and Entertainment label.

# WHAT’S NEW at SIERRA–at–TAHOE for 2024–25

TWIN BRIDGES, CA – Sierra-at-Tahoe is welcoming skiers and riders back this winter with new investments designed to enhance the guest experience, including new snowmaking equipment, lift improvements, partnerships that expand lift access opportunities, a tasty new collaboration with a Sacramento area brewery and smokehouse, and more

“We’re gearing up for a great winter and are ready to welcome skiers and riders back to Sierra,” said John Rice, former Sierra-at-Tahoe general manager who is now President of Ski California. “The enthusiasm we experienced at our annual Keep Sierra Clean Day was incredible, and if that’s any indication of the excitement there is for people to get back to the slopes, we’re here for it. We had record-breaking attendance with over 800 guests that showed up to pick up litter and plant 1,000 new seedling trees. We’re feeling the love and are ready to give it back to those who come visit us this season.”

## Mountain Improvements

From the moment resort guests turn onto Sierra-at-Tahoe Road this winter, they will notice improvements made over the summer season, starting with fresh paving of the road itself and over 60,000 square feet of parking lots.

On the mountain, new investments include the replacement of the haul ropes on the Nob Hill and Easy Rider Express chairlifts, the addition of two new Techno Alpin snowmaking fan guns to amplify early season snow coverage on Easy Rider and assist snowmaking efforts in the Aspen Terrain Park pod throughout the season. These are the newest, most advanced automatic fan guns on the market, and the first big step in advancing Sierra’s snowmaking system.

## Food and Beverage

A new collaboration with Sacramento-based Urban Roots

Brewing & Smokehouse will feature their craft beer and signature Pork Belly Burnt Ends at the top of Grandview inside 360 Smokehouse BBQ, one of Sierra’s token eateries, with a scenic view of Lake Tahoe. In addition, hungry skiers and riders will find modern tacos like the “Day Tripper” with marinated chef’s mushrooms, kimchee, Sriracha aioli and micro greens, and the Carne Asada Taco with ribeye, shishito pepper, Oaxaca and jack cheese, salsa Verde and micro greens at Baja Grill. The Aspen will offer family pizza meal deals to help feed the whole crew and provide value to resort guests.

## Ski and Ride School

Sierra’s legendary adventure zones return this season highlighting the resort’s history, environment, successes and heroes. An artist has been commissioned to carve five wooden figurines that showcase the history of the Pony Express and Snowshoe Thompson, the different species of Sierra’s pine trees, Sierra’s three Olympic gold medal-winning athletes and a special carving of one of the resort’s avalanche dogs. Each carving will be accompanied by a QR code that will offer a brief background of the meaning behind it and the significance. The carvings will be placed on the mountain in various locations for people to find.

## Retail and Rental Services

Resort guests will also find new brands in the retail shop from Ugg to O’Neill and Vuori, plus a variety of new Sierra-at-Tahoe branded logo apparel.

## New and Returning Events

Known for hosting events that amplify the skiing and snowboarding experience, new and returning marquee events are scheduled at Sierra this season. For the first time, the resort will host the California Nevada Interscholastic Ski and Snowboard Federation Championships in March 2025. Returning events include Subaru Winterfest, Boarding for

Breast Cancer, Playgrounds Party and Vans Methodology.

## Sierra Joins Ikon Pass

In late August it was announced that Sierra-at-Tahoe joined Ikon Pass for the 2024-25 season, offering even more Tahoe access to Ikon Pass holders. The proudly independent resort is the only South Lake Tahoe resort and the sixth California mountain destination on the Ikon Pass, joining Big Bear Mountain Resort, Snow Valley, June Mountain, Mammoth Mountain and Palisades Tahoe. Ikon Pass holders will have up to seven days of access to Sierra depending on their pass type.

## Season-long Deals

Plan ahead and save by purchasing Sierra-at-Tahoe lift tickets from participating retailers including Sports Basement, Costco and REI this season.

Plan a winter visit or purchase a Sierra season pass online at [www.sierraattahoe.com](http://www.sierraattahoe.com).

## About Sierra-at-Tahoe

With 48 trails across 2,000 acres, Sierra-at-Tahoe has something for everyone. For first-timers, they offer dedicated Learning Terrain with welcoming vibes to carve your first turns at any age.

To kick it up a notch, head over to the Sierra Playgrounds which feature nine amphitheater style terrain parks and South Shore’s only Halfpipe (conditions permitting). They also offer thrill seeker favorites, Avalanche Bowl and five backcountry gates in some of Tahoe’s steepest expert terrain, Huckleberry Canyon.

Come experience the all-new Sierra-at-Tahoe, close to home, far from the same, and #DefinitelyDifferent.

Learn more at [www.sierraattahoe.com](http://www.sierraattahoe.com)

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Snowbasin, voted No. 1 Ski Area in the U.S. by SKI Magazine, was actively getting snow, as was Powder Mountain, at press time as 2025 began

# DISCOVERING OGDEN, UTAH with THREE GREAT RESORTS: YOUR NEXT UNCROWDED and AFFORDABLE SKI GETAWAY

OGDEN, UT – If you are searching for a ski destination combining fantastic slopes with a laid-back atmosphere, Ogden, Utah, might be your perfect match. Located just north of Salt Lake City, Ogden offers a refreshing alternative to the bustling resorts of Park City and the Cottonwood Canyons. With Powder Mountain, Snowbasin and Nordic Valley right at its doorstep, this area offers diverse skiing experiences without the hefty price tags or overwhelming crowds.

## Powder Mountain: Where Vast Terrain Meets Art

Powder Mountain, perched near Eden, Utah, is a skier’s dream come true. As the largest ski resort in the United States by acreage, with over 8,500 acres of skiable terrain, it is a place where you can truly spread out and explore. The mountain is designed to preserve a natural and open feel, so even on busy days it feels like you have the slopes to yourself.

One of the unique aspects of Powder Mountain is its blend of outdoor adventure with cultural flair. The resort is introducing art installations throughout the mountain, bringing creativity into the skiing experience. As you navigate the runs, you will encounter works from various artists, adding an unexpected and delightful dimension to your day on the slopes.

Whether you are carving through the challenging terrain of Powder Country or cruising down intermediate runs, there is something for every level of skier. Powder Country, in particular, offers long, uninterrupted runs that conclude right at the highway, where shuttle buses whisk you back to the lodge. It is a backcountry-style experience without the usual crowds, making it a standout choice for those who value both adventure and solitude.

## Snowbasin: Ski Like an Olympian

Just a short drive from Ogden, Snowbasin is a resort that combines world-class skiing with top-notch amenities. Famous for hosting the downhill, combined, and super-G events during the 2002 Winter Olympics, Snowbasin is set to be in the global spotlight again as it prepares to host down-

hill events for the 2034 Winter Olympics. This gives visitors the rare opportunity to ski on future Olympic courses.

With 3,000 acres of terrain, Snowbasin caters to all skill levels. Advanced skiers can challenge themselves on the Grizzly Downhill and Wildflower Downhill trails, steep, fast runs that test your mettle.

For those who prefer a more relaxed pace, the resort offers wide, groomed runs perfect for intermediate and beginner skiers. Modern lifts keep wait times low, so you can spend more time enjoying the mountain.

Beyond the slopes, Snowbasin is known for its luxurious lodges with breathtaking views. The John Paul Lodge and Needles Lodge offer a variety of dining options in a cozy setting, making them perfect spots to recharge during your day. Despite its upscale features, Snowbasin maintains a serene atmosphere, allowing you to soak in the beauty of the surroundings without feeling rushed or crowded.

## Nordic Valley: Family Fun without the High Costs

For families and beginners, Nordic Valley is a gem that is both welcoming and wallet-friendly. Located near Eden, this smaller resort focuses on providing an enjoyable experience for those new to skiing or those who prefer a more easygoing environment. The terrain is mostly beginner and intermediate, but there are a few black diamond runs for those looking to push their skills.

One of the standout benefits of Nordic Valley is that children 12 and under ski for free. This makes it an excellent option for families looking to introduce their kids to the joys of skiing without incurring steep costs. Affordable lessons and equipment rentals make it even easier to get started.

Nordic Valley also offers night skiing across 80 acres of illuminated terrain. There is something magical about gliding down the slopes under the stars, and it is a great way to extend your skiing adventure into the evening

The resort is currently expanding, with plans for new lifts and additional terrain, all while keeping its commitment to affordability and a family-friendly atmosphere.

## Embracing the Charm of Ogden

What truly sets the Ogden Valley apart is the seamless blend of outdoor adventure and vibrant local culture. After an exhilarating day on the mountains, downtown Ogden awaits with its historic 25th Street. This revitalized area is brimming with restaurants, shops and art galleries, offering a lively yet unpretentious vibe.

Ogden’s rich history as a frontier town adds to its unique character. The city has managed to modernize without losing its authentic charm, providing a refreshing change from more commercialized ski towns. Accommodations are varied and affordable, ranging from well-known hotels to boutique lodgings like the Compass Rose Lodge in nearby Huntsville.

## Why Ogden Should Be on Your Ski Radar

The combination of Powder Mountain’s expansive terrain, Snowbasin’s Olympic-level runs, and Nordic Valley’s family-friendly slopes makes Ogden a versatile destination for all types of skiers and snowboarders. The area remains relatively uncrowded and affordable, offering a more relaxed alternative to Utah’s larger resorts.

Accessibility is another major plus. With the resorts just a short drive from each other and downtown Ogden, it is easy to explore multiple mountains during your stay. In addition, when the sun sets, the city’s cultural offerings provide plenty of entertainment, from dining and shopping to simply soaking in the local atmosphere.

In a world where many ski destinations are becoming increasingly commercialized and crowded, Ogden offers high-quality skiing experiences wrapped in genuine hospitality. Whether you are seeking the thrill of future Olympic courses, the serenity of uncrowded slopes adorned with art, or a fun-filled family getaway, Ogden, Utah, has it all.

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For snow info, lodging and more, access them directly please log on to: [www.visitogden.com](http://www.visitogden.com)