

SPOTLIGHT MEDIA PRODUCTIONS



Latest Highlights on the 2010 Lake Tahoe Celeb Golf Tournament

LIVE SEARCH:



Michael Jordan and Tiger Woods

By [Adrienne Papp](#)

As if the beautiful scenery wasn't enough, a galaxy of stars were also out in full force to support one of golf's greatest charity events, the [21st Annual American Century Championship](#), held July 13-18 at the [Edgewood Golf Course](#) in South [Lake Tahoe](#), Nevada. This premier event draws dozens of stars from both entertainment and the world of sports, and features a purse of \$600,000. The event is owned and created by [NBC](#) specifically for broadcast for days in a row. As the country's premier celebrity golf tournament, it includes larger-than-life celebrities who compete for a record purse over a total of 54-holes in a modified Stableford format. The lineup at the sun-splashed, radiant lake area boasted a field of more than 120 [celebrities](#), including greats like [Michael Jordan](#), [Charles Barkley](#), [Tony Romo](#), [Kevin Nealon](#), [Ryan Sheckler](#), [Ray](#)

[Romano](#), [Emmitt Smith](#), [Don Cheadle](#) and [Dale Jarrett](#) among numerous others. While the skill levels may have varied from entrant to entrant, high spirits and plenty of goodwill were on hand to make the tournament one of the more enjoyable events in golf. This year the American Century Championship set an attendance record of 37,500 over the three days of festivities.



American Century Championship 2010

It was also another good year for participant and former [NFL](#) quarterback [Billy Joe Toller](#), who got off to a strong start and was never challenged by the field, as he earned his third title with a record total of 84 points, placing him ahead of actor [Jack Wagner](#) and professional athletes [John Elway](#), [Tony Romo](#), and [John Smoltz](#). In the scoring format, 6 points are awarded for an eagle, 3 for a birdie and 1 for a par. Golfers like basketball legend Michael Jordan are known to be very serious about the game and is always a fan favorite, but even those with humbling golf skills enjoy the camaraderie and endear themselves to fans as part of the charitable activity, a role that was well-filled by former basketball great Charles Barkley. Much more than just a golf tournament, this event sets the standard for charitable golf

elsewhere as well, but has been held for the last 21 years at the Edgewood Tahoe Golf course. The namesake sponsor [American Century](#) is also part of a [sponsorship group](#) that includes [ADT Security](#), [Korbel](#), [American Airlines](#) and [Sotheby's](#), just to name a few.

While the tournament offers plenty of high spirits and entertainment value for the gallery, the event is designed to also bring awareness to deserving charity causes. This year, for the fifth year in a row, the [Lance Armstrong Foundation](#) (LAF) was the official charity of the American Century Championship. The tournament helps focus awareness on the LIVESTRONG Global Cancer Campaign, and contributes to the LAF's cancer survivorship initiatives. The LAF is a particularly good fit for American Century Investments, as a good portion of the firm's profit from asset management goes to fund research for the prevention and cure of gene-based diseases such as cancer.



Edgewood Tahoe Golf Course



Debra Luptak Transforming Corporate America

One of the highlights of this affluent and high class tournament was the gifting lounge where the celebs, key CEOs and corporate sponsors were given gifts by such recognized names as [Debra Luptak](#) who is known for her revolutionary and well compensated programs to transform Corporate America through lectures and workshops, teaching how to obtain the right mind-set, a much-needed talent for corporations of any size in our rapidly changing world and economy. The lounge also offered fun-filled socializing among the 400 celebs and execs that were privileged enough to receive expensive gifts. A true eye catcher was the exhibit of classy female nude sketches and art work by celebrated artist, [Lorraine Stern](#), ([Legsley](#)) whose reputation as a distinguished and dominant artist have grown stronger over the past few years with numerous high profile homes decorated with her extraordinary pieces. [Liona Boyd](#), the First Lady of the Guitar, with 22 CDs out worldwide had a noticeable presence as corporations competed for her music compilations for branding purposes at fundraisers and other high-ranking events.

GO

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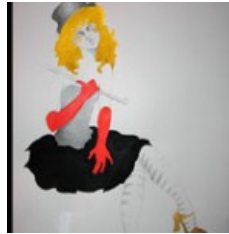
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Liona Boyd

To perk up the value of the gift bags even more real estate companies' various offerings, clothing companies' expensive apparels, designer shoes, jewelry, travel cases and various other goodies were stuffed into these exquisite bags lining up an elegant collection of items. All in all, this ongoing classic tournament is a sterling example of what can be done when celebrities come together to enjoy an event not only for fun and games in a gorgeous locale, but also for the larger good of well-deserving charitable organizations.



Art Work by Loraine Stern Legsley

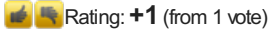


Lance Armstrong

About the Author of This Article: [Adrienne Papp](#) is a recognized journalist who has written for many publications including Savoir, Beverly Hills 90210, Malibu Beach, Santa Monica Sun, The Beverly Hills Times, Brentwood News, Bel-Air View, Celebrity Society, Celeb Staff, It Magazine, Chic Today, LA2DAY, [West Side Today](#) among many others. She is the President and CEO of Los Angeles / New York-based publicity company, [Atlantic Publicity](#) and publishing house, [Atlantic Publisher](#). Adrienne writes about world trends, Quantum Physics, entertainment and interviews celebrities, world leaders, inventors, philanthropists and entrepreneurs. She also owns [Atlantic United Films](#) that produces and finances true stories made for theatrical release or the silver screen. [Spotlight News Magazine](#) is owned by [Atlantic United, Inc](#) with [Adrienne Papp](#) being the majority shareholder.



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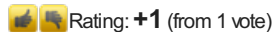
11 Comments

Kiara
Jul 28, 2010, 2:14

It was fun to read this piece because I have been to the event and it was fab! A lot more people this year than any other year before. I was surprised about that. It did not seem we had any sort of recession...at least not on the golf course...people were spending money in casinos and were so happy golfing and mingling with the celebs. I also saw the gift bags. I have not been given one though:-(But, those who got one were really happy. I did not know what was in the gift bags so it was interesting to read this piece. Thank you.



Rating: 5.0/5 (1 vote cast)

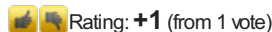


Craig
Jul 28, 2010, 2:56

Thanks for this great piece. I go to this event every year and this year it was really more lively and interesting than the years before. Lots of celebrities, I got autographs. They are very personable at this event. It is great to see how sport brings people together.



Rating: 5.0/5 (1 vote cast)



Adam
I think Lake Tahoe is a great place. Not only absolutely gorgeous but home of all kinds of

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Jul 28, 2010, 3:28

sporting events. It is quite unique that you can golf and play in a casino at the same time. That golf week was so flooded with celebrities. I know that everyone wanted to get into the gift lounge where they were all hanging out. I wanted to take pics but we needed to surrender our cameras. Thanks for this article. This is one of the best ones I have read. Very clean and an enjoyable read. Those female figures by the artist are just breathtaking.



Rating: 5.0/5 (1 vote cast)



Rating: +1 (from 1 vote)

Eric

Jul 28, 2010, 4:10

Great event and location. They should schedule this twice a year!



Rating: 5.0/5 (1 vote cast)



Rating: +1 (from 1 vote)

[Westiders and Winners at the 2010 Lake Tahoe Celeb Golf Tournament – Westside TodayBig Nevada | Big Nevada](#)

Jul 28, 2010, 5:30

[...] Spotlight News Magazine (blog) [...]

shi gell

Jul 28, 2010, 7:10

Nice event coverage...awesome artists ...art & music...+golf+fun



Rating: 5.0/5 (1 vote cast)



Rating: +1 (from 1 vote)

shi gell

Jul 28, 2010, 7:11

Nice event coverage...awesome artists ...art & music...+golf=funfun



Rating: 5.0/5 (1 vote cast)



Rating: +1 (from 1 vote)

shi gell

Jul 28, 2010, 7:11

Nice event coverage...awesome artists ...art & music...+golf=funfun



Rating: 5.0/5 (1 vote cast)



Rating: +1 (from 1 vote)

shi gell

Jul 28, 2010, 7:12

Nice event coverage...awesome artists ...art & music...+golf=funfun



Rating: 5.0/5 (1 vote cast)



Rating: +1 (from 1 vote)

[A Souf's Journey: The Debra Luptak Story! | Spotlight Media Productions](#)

Jul 28, 2010, 8:09

[...] Debra Luptak has been ready all along, sensing even as a child that someday she would be called to shine her light throughout the direst circumstances of the human condition. Her destiny has been written from the beginning, unbeknownst to her, but something that humanity cries out to hear from a source that has been through it all. And, that source is her story: the Debra Luptak story! [...]

[A Souf's Journey: The Debra Luptak Child Abuse Case! | Spotlight Media Productions](#)

Jul 28, 2010, 21:47

[...] Debra Luptak, after having survived inhuman conditions and constant torture, is a highly successful [...]

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