



# KORBEL®

CALIFORNIA CHAMPAGNE

## **BODE MILLER DRIVES IT HOME TO CLAIM THE WIN IN TAHOE**

***Winner Bode Miller steals the title with a knock-out swing at second-annual contest***

**LAKE TAHOE, NV, July 20, 2013** – Lake Tahoe was taken by storm on July 19<sup>th</sup> when 15 of the greatest names in sports battled for the title of Korbel Hole-in-One Champion. With a powerful drive, Olympic Gold Medalist Skier Bode Miller landed 10 feet 11 inches away from the pin, blowing his competition out of the water to win this second-annual competition. In honor of Miller’s win, The Korbel Toast Life® Foundation donated \$5,000 to the Tahoe Tallac Association. The Hole-in-One Competition took place on hole 17 and is a featured event at the American Century Championship of celebrity golf, currently being played at the Edgewood Golf Course in Lake Tahoe, Nevada.

Finishing in second and third place respectively were former MLB All-Star Pitchers John Smoltz with a distance of 13 feet 7 inches and World Series MVP Bret Saberhagen who landed just 15 feet, 4 inches away from the pin.

Other sports a-listers competing for the win included Green Bay Packers superstars Linebacker AJ Hawk and NFL Pro-Bowl Quarterback Aaron Rodgers who set the bar high but could not quite tackle the competition. Bringing a little fun to the competition were comedians for the Blue Collar Comedy Tour Larry the Cable Guy and Bill Engvall alongside Fresh Prince of Bel-Air actor Alfonso Ribeiro who kept the crowd and competitors entertained throughout the event. Exhibiting fierce drives down the fairway were Chicago Bears Kicker Robbie Gould, Former MLB All-Star Kenny Lofton and Former NFL Pro-Bowl Quarterback Mark Rypien. While former NHL All-Stars Jeremy Roenick and Joe Sakic took their best slap towards and Miami Heat Forward Shane Battier coming off his NBA Finals Championship dunked his ball towards the far away flag.

“The second-annual celebrity Hole-in-One competition is an opportunity to have some fun, support a great cause like the Tahoe Tallac Association and raise a glass to the American Century Golf Championship,” said Gary Heck, owner and president of Korbel Champagne Cellars.

### **About Tahoe Tallac Association**

To assist the US Forest Service in maintaining the beauty and historical integrity of the lakefront Tallac Historic Site, a registered National Historic Site, the Tahoe Tallac Association (TTA) was formed in 1979. In addition to the preservation of the site, the TTA provides public access to the historic grounds and buildings by offering the facilities to groups and weddings and through their Valhalla Arts, Music, and Theater Festival. This fabulous shoreline Festival celebrates local & regional artists, actors, and musicians, providing professional, unique, and fun entertainment to both locals and visitors throughout the summer.

**About the American Century Golf Championship**

The 24<sup>th</sup> Annual American Century Celebrity Golf Championship takes place at Edgewood Tahoe Golf Club, July 16-21. The 54-hole modified Stableford tournament is the most prestigious and richest celebrity tournament in golf, featuring a \$600,000 purse with \$125,000 going to the winner.

This event is often referred to as the Super Bowl of celebrity events, with more than 80 of the biggest sports and entertainment stars participating, including Michael Jordan, Charles Barkley, Tony Romo, Ray Romano, Don Cheadle and Dale Jarrett.

**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 131 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.

# # #

Toast Life. Celebrate responsibly.