

Written by



20th anniversary event features hip-hop icon Doug E. Fresh, actor Anthony Anderson, comedian Chris Spencer, more at PGA National Resort, Palm Beach Gardens, Fla.

NEW YORK – R&B Legend Charlie Wilson and world-renown percussionist Sheila E. will join the nation's top African-American entrepreneurs, executives and professionals at the landmark 20th anniversary edition of the Black Enterprise/Pepsi Golf & Tennis Challenge in Palm Beach Gardens, Fla.

The one-of-a-kind Labor Day Weekend event is set for Aug. 29 - Sept. 1 at PGA National Resort and Spa.

The weekend is billed as to be the largest African-American sporting event of its kind, with two decades of showcasing world-class entertainers such as Raphael Saadiq, Chaka Khan, Patti LaBelle, Fantasia, Steve Harvey, Babyface, Earth Wind & Fire, MC Lyte, Big Daddy Kane, Chrisette Michelle, Anthony Hamilton and Dave Chappelle and attracting African-American achievers from every arena, ranging from then-teen tennis sensations Venus and Serena Williams, to golf legends Charlie Sifford and Lee Elder. The yearly conclave draws hundreds of attendees, including some of the nation's top corporate executives, professionals, tastemakers and entrepreneurs. The most determined golf and tennis competitors will compete for the coveted Purple Jacket, awarded to the champions of the Challenge tournaments, as well as trophies by Tiffany.

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Charlie Wilson, one of the most prolific and energetic live entertainers of his generation, is headlining this year's event along with an artist with Minneapolis roots, percussionist and singer, Sheila E. Other entertainers and personalities slated to appear at the Black Enterprise/Pepsi Golf & Tennis Challenge include actor Anthony Anderson, Comedian Chris Spencer and hip-hop icon Doug E. Fresh.

"To host some of the nation's most influential entrepreneurs, executives and tastemakers, for an event featuring great competition on the links and courts during the day and world-class entertainment at night, only venues of the highest quality, with amazing amenities and outstanding hospitality will do," said Black Enterprise CEO Earl "Butch" Graves, Jr. "Nearly 20 years ago, we dropped the gauntlet to issue our very first Golf and Tennis Challenge at PGA National. The results of its recent revitalization are no less than jaw-dropping, and it's an absolute pleasure to bring this one-of-a-kind event back to where it all began."

The Black Enterprise/Pepsi Golf & Tennis Challenge is presented by American Express, BMW, Frito-Lay, FedEx, Gatorade, Quaker, and Tropicana. Additional sponsors include Regions Private Wealth Management, Marriott, Under Armour, PepsiCo, Tourneau, United States Virgin Islands Development Authority, Palm Beach Convention & Visitors Bureau, Palm Beach Sports Commission and Twenty Grand Vodka and Cognac.

For Golf & Tennis Challenge registration and full schedule information, visit www.blackenterprise.com/gt