

# Press Release



**Travis Dancy**

Sports Marketing Manager

704-987-3300

[tdancy@lakenorman.org](mailto:tdancy@lakenorman.org)

## For Immediate Release

- Who:** Visit Lake Norman – Convention & Visitors Bureau  
Cornelius, Davidson, and Huntersville, NC
- What:** FLW College Northern Regional Championships
- Participants:** Top five teams from each of the four qualifying divisions (20 teams total) plus family, friends, fans, FLW staff, sponsors, media and TV production crew
- When:** November 7-9, 2009
- Where:** Takeoffs and National Anthem Contest Performance – 7:00 am at Blythe Landing  
Weigh-ins – 4:00 pm at Davidson Village Green
- Contact(s):** Travis Dancy, Sports Marketing Manager  
704-987-3300, [tdancy@lakenorman.org](mailto:tdancy@lakenorman.org)
- Why:** **First ever event to Lake Norman that will receive international TV exposure for Lake Norman, Town of Davidson and Davidson College**

### Key Points:

- **FLW Outdoors Show** will feature the regional championships in a 1-hour show on Versus HD (75 million subscribers), World Fishing Network, and Matchroom Sport (429 million subscribers) making it the most widely distributed fishing program in the world
- **Reel Life Festival** will also be held on the Davidson Village Green which will include a battle of the bands, national guard warrior challenge, geocaching competition, iPod Nano giveaway, in addition to other activities
  - Times are Saturday (11/7) 12:00 noon-7:00 pm; Sunday (11/8) 4:00-7:00pm;  
Monday (11/9) 4:00 pm-7:00 pm
- One of four total regional championships in the series where the top five divisional teams compete for \$25,000, a Ranger 177TR bass boat, and \$25,000 in scholarships funds for their school
- Davidson College will also receive \$5,000 towards a Davidson College scholarship from FLW for serving as host institution
- Visit Lake Norman continues to target national/regional events that generate the most visitation, economic impact and exposure for the Lake Norman region
- Local Organizing Committee (LOC) members: Visit Lake Norman, Town of Davidson, Davidson College and Mecklenburg County Park & Recreation Department