

Press Release



Travis Dancy

Sports Marketing Manager

704-987-3300

tdancy@lakenorman.org

For Immediate Release

- Who:** Visit Lake Norman – Convention & Visitors Bureau
Cornelius, Davidson, and Huntersville, NC
- What:** \$8 Million FLW Bass Fishing League (BFL) Regional
- Participants:** 300+ anglers from the Mountain, South Carolina, Savannah River and Volunteer divisions
- When:** October 22-24, 2009
October, 21, 2009 – Registration Meeting 4-6pm @ Central Piedmont Community College-North Campus
- Where:** Lake Norman – Blythe Landing – 15901 NC Highway 73 in Huntersville
Takeoffs at 7:30am and Day 1 & 2 weigh-ins at 3:30pm will be held at Blythe Landing
- Contact(s):** Travis Dancy, Sports Marketing Manager
704-987-3300, tdancy@lakenorman.org
- Why:** **New event to Lake Norman hosting 300+ anglers, their families, sponsors, vendors, media crews, and FLW event promoters. Visit Lake Norman projects an \$120,000 estimated direct economic impact.**

Key Points:

- 97% of the anglers are from out-of-town
- Host hotel - Days Inn (Cornelius)
- Registration will be held Oct. 21 from 4 to 6 p.m. at the Central Piedmont Community College-North Campus located at 11930 Verhoeff Drive
- Top award is a Ranger 198VX boat with a choice of a 200 horsepower Evinrude or Yamaha motor and a Chevrolet 1500 Silverado
- Top six boaters and six co-anglers will advance to the 2010 BFL All-American presented by Chevy
- 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, Visit Charlotte, Mecklenburg Country Parks and Recreation and Central Piedmont Community College-North Campus