



ESPN Bassmaster Elite – Presented by



Event Wrap Up

ESPN Bassmaster Elite Smith Mountain Lake “Blue Ridge Brawl” – June 7-10, 2007

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EVENT SUMMARY

Sunday marked the close of the 2007 ESPN/BASSMASTERS Elite Tournament hosted at Smith Mountain Lake by Bedford and Franklin Counties. The event was very well attended and ESPN noted that the Brawl was the highest attended Elite event thus far of the season. ESPN staff estimate that 15,000 spectators visited the event during the four-day run.

“We were thrilled with the turnout of local bass fans to the event. ESPN was impressed with the crowds, their enthusiasm, and the quality of the fishery. A four-day 57-pound winning bag places SML near the top of mid-Atlantic tournament fisheries. We knew SML was a better fishing lake than demonstrated during the past October Open events and this tournament proved it. Bedford and Franklin County are already in discussion about how we can build on the momentum to this event to attract other nationally televised fishing events to Smith Mountain Lake,” Debra Weir, Franklin County Tourism/Special Events Manager.

“On behalf of the tournament committee, we want to thank all of the supporters that helped out and made this event possible. Our thanks go out to the staff at Mariners Landing, Saunders Volunteer Fire Department, Marina Café, Parkway Marina, Bedford Bulletin, Smith Mountain Lake Chamber of Commerce, the Sheriff Departments of Bedford and Franklin County, the Bedford and Franklin County School Systems, the Virginia Defense Force, the Virginia Department of Transportation, the Virginia State Police, the Virginia Department of Game and Inland Fisheries, all of the committee members, local businesses, volunteers, exhibitors, and thousands of local residents who demonstrated again why Smith Mountain Lake is the most friendly lake on the BASS circuit,” Kathleen Guzi, Bedford County Administrator

BREAKFAST WITH THE BASSMASTERS



SATURDAY JUNE 16, 2007

9:00 AM

ESPN2 will showcase the Blue Ridge Brawl at 9 AM this coming Saturday. Don't forget to tune in and watch the highlight of the Brawl that places Smith Mountain Lake among the top black bass tournament fisheries in the nation.



CONTINUING COVERAGE ONLINE

Early media coverage summaries provided by ESPN indicate that over 1.5 million impressions were made on the public about the SML tournament over the past four days. Coverage of the event has been carried in newspaper from San Diego to Florida and all spots in between. A

sampling of the online coverage of the tournament may be found online at the following websites:

www.bassmaster.com

www.basszone.com

www.bassfan.com



2007 ESPN BASSMASTERS Elite Tournament Background

The 2007 ESPN Blue Ridge Brawl will be the first nationally televised professional fishing tournament ever hosted at Smith Mountain Lake. Franklin and Bedford Counties collaborated to bring the big league of BASS fishing to SML. Parkway Marina (Huddleston, Va.) will be the host of the weigh-ins and the 100,000 sf Outdoor EXPO. The entire event is free for spectators. Local committee members anticipate over 20,000 spectators will attend the tournament during its four-day run.

The Elite Tournament is the next level up from the Northern Open Tournaments that SML hosted in 2004 and 2006. Using a baseball analogy, the Northern Open is AAA level while the Elite tournament is the Major League. The Blue Ridge Brawl Elite tournament highlight show will be televised on ESPN2 on June 16 at 9 AM. This will be the first professional fishing tournament aired nationally from Smith Mountain Lake. For current Elite standings and up to the minute information:

<http://sports.espn.go.com/outdoors/tournaments/elite/index> or www.bassmaster.com.

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