

# 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:** Economic Impact – 2009 Walmart FLW Bass Fishing League (BFL) Super Tournament  
Upcoming – 2009 NC The Bass Federation State Championship

**Participants:** FLW BFL Super – 180 anglers plus visiting family/friends, media and staff  
NC TBF State – expecting 350 anglers from all over the state

**When:** FLW BFL Super – September 26-27, 2009  
NC TBF State Championship – October 1-3, 2009

**Where:** Lake Norman – Blythe Landing

**Contact(s):** Travis Dancy, Sports Marketing Manager  
704-987-3300, [tdancy@lakenorman.org](mailto:tdancy@lakenorman.org)

**Why:** **\$60,000 in direct economic impact from FLW BFL Super event**  
**\$112,500 estimated in director economic impact for NC TBF Championship**

### Key Points:

- Over 50 hotel room nights generated from FLW BFL Super event
- 530 anglers from 6 different states including WV, KY, TN, VA, SC and NC
- \$172,500 total estimated direct economic impact from both fishing events
- Shane Lehew of Charlotte, N.C., won with a two-day total of 10 bass weighing 22 pounds, 6 ounces
  - The 20 year old earned \$5,270 and solidified ticket to the Clarks Hill Lake Regional Championship in Appling, Ga., Oct. 15-17, where he could ultimately win a new Ranger boat and a Chevy truck.
- NC TBF registration meeting will be held at Michael Waltrip Racing – Thursday Oct 1
- 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 and Mecklenburg Country Parks and Recreation