



MEDIA RELEASE

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\$1.5 Million Bass Fishing Tournament Coming to Detroit River in July *Chevy Open expected to generate millions for local economy*

This summer hundreds of pro and amateur bass anglers from 27 states plus Australia and Japan will compete on the Detroit River from July 12 through July 15 for \$1.5 million in prize money at the **Chevy Open**, a major bass fishing tournament that is part of the **Wal-Mart FLW Tour**, one of the world's most high profile – and lucrative – bass fishing circuits.

Local organizations **Metropolitan Affairs Coalition (MAC)**, the **Detroit Metro Sports Commission**, **Detroit Metro Convention & Visitors Bureau**, and the **U.S. Fish and Wildlife Service**, as well as the **City of Detroit Mayor's Office**, worked with **FLW Outdoors** to bring the bass fishing tournament to the Detroit River. **Fox Sports Net** will cover the Chevy Open and air the competition proceedings at 11 a.m. on August 26 and September 2.

Two hundred pro and two hundred amateur anglers will be paired randomly and compete along the entire 32-mile length of the river for a \$200,000 grand prize (\$40,000 for the amateur division). Cash prizes will be awarded through 100th place. The tournament is open to members of FLW Outdoors. Registration information can be found at www.flwoutdoors.com.

The action, however, doesn't stop on the river. Thousands are expected to visit Cobo Center in Downtown Detroit for the **FLW Tour Family Fun Zone & Outdoor Show**. This family-friendly expo will feature a variety of activities, from fishing seminars taught by pro anglers to food and product samples. For the kids, the expo will include games, obstacle courses, an inflatable slide, Ranger Boat simulators, and trout pond. The FLW Tour Family Fun Zone & Outdoor Show will take place during the final two days of the tournament on July 14 and 15.

Also, as part of the Chevy Open festivities, Jefferson Chevrolet in Detroit will host Chevy Pro Night from 6 to 8 p.m. on July 12, where fishing fans will have a chance to swap tales with "Team Chevy" professional anglers. These anglers will also be available to sign autographs, pose for pictures, and offer advice to fishing fans from across the region.

While lure choice, technique, and a bit of luck will separate the first place winner from the rest of the competition, the Wal-Mart FLW Tour is an economic boon to the Detroit area. The Chevy Open is expected to have a \$4 million to \$5 million positive impact on the economy. And, according to **Thomas Linn**, Principal and Chairman Emeritus of **Miller, Canfield, Paddock and Stone, PLC** and MAC Chairman, "The Chevy Open presents a great opportunity to highlight and enhance the Detroit area's reputation as a major fishing and nature tourism destination to a truly global audience." Coverage on Fox Sports Net is broadcast to 81 million households in the U.S. Outside the country, the tournament will be broadcast to 429 million households, including homes in Europe, Africa, and Asia, making the Wal-Mart FLW Tour the most widely distributed fishing program in the world.

As with the **Super Bowl XL** and **2005 MLB All-Star Game**, the Chevy Open is another big-time event that helps the City of Detroit transform its gritty image to that of a world-class destination city. "Having the FLW Tour come to the Detroit River and Cobo is a great chance for the world to see the changes taking place in Downtown Detroit and the impressive transformation of our international riverfront," said David Sanders, Executive Vice President of MAC.

FLW Outdoors, named after Forrest L. Wood, founder of Ranger Boats, administers the Wal-Mart-sponsored tournament. **Chevrolet** is a major sponsor of the Chevy Open. The tournament will take place from July 12-15, with anglers launching from Elizabeth Park Marina in Trenton, Michigan. The FLW Tour Family Fun Zone & Outdoor Show at Cobo Center takes place July 14 and 15 and is open to the public both days from noon to 4 p.m. Admission is free.

Metropolitan Affairs Coalition is a regional public-private partnership dedicated to enhancing the quality of life and economy of Southeast Michigan. <http://www.mac-web.org>

For more information on the Chevy Open, visit <http://flw.flwoutdoors.com>. For more information on the FLW Tour Family Fun Zone & Outdoor Show, call 270.252.1000.

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