

*For Immediate Release*

## **The Chase for \$100,000 Kicks off on the St. Johns River for the Crappie Masters Tournament**

DeLand, FL – Anglers for the Bass Pro Shops® Crappie Masters fishing tournament have a new big prize for the overall winning team: \$100,000. The chase for the big money begins on the St. Johns River, January 27 and 28, as the Crappie Masters returns to West Volusia area for the third straight year.

Brought to the area by the West Volusia Tourism Advertising Authority, the Crappie Masters is a world-class fishing tournament that attracts anglers from across the country, including states such as Alabama, Arkansas, Georgia, Indiana, Iowa, Missouri, Mississippi, New York, Tennessee and South Carolina.

Anglers worldwide recognize the St. Johns River as a crappie (speckled perch) fishing mecca. The kickoff tournament in West Volusia is the first of 19 stops on the year-long circuit that wraps up in October in St. Charles, Missouri.

“There’s no better place to debut the new chase for the \$100,000 than the St. Johns River,” said Tournament Coordinator Mike Vallentine. “This is my absolute favorite place to fish. The river itself and surrounding beautiful scenery make for an experience our anglers don’t see anywhere else.”

Each day of the tournament will be televised nationally as part of *Crappie Masters TV*, airing on the Pursuit Channel – a cable network dedicated to fishing, hunting and outdoor recreation.

“This is a very significant event for West Volusia, especially with the debut of the new prize. This encourages them to not only attend but also to do well,” said Georgia Carter Turner, the new Executive Director at the West Volusia Tourism Advertising Authority. “In addition, we’re pleased to have the opportunity to showcase our area to a national television viewing audience.”

Fishing times are set from 7:00am-3:30pm. The official weigh-ins are scheduled at the Ed Stone Park at 4:30pm, located along the St. Johns River adjacent to S.R. 44 before the Whitehair Bridge.

Professional and amateur anglers alike are encouraged to participate. For more information on how to enter, please visit [www.crappiemasters.net](http://www.crappiemasters.net). In addition, a seminar and registration is set for Thursday, January 26 at the Sanborn Activity and Event Center in DeLand. Registration is from 5:00-6:30 pm with the rules meeting beginning at 6:30 pm.

A free Kids' Rodeo Fishing Contest will be held on Saturday, January 28 at Highland Park Fish Camp, with registration from 8:00-9:00 am; and fishing from 9:00-10:30. This youth tournament allows participants to have fun, fish for prizes and learn about the delights of the sport of fishing. Each child goes home a winner, as every participant will receive prizes and gifts from tournament sponsors.

West Volusia Tourism Advertising Authority's mission is to develop and support marketing and advertising programs that bring increased tourism to West Volusia County, and to demonstrate the desirability of West Volusia as a tourism destination. The Authority works with area hoteliers, tour providers, attractions and event promoters, to represent the area to vacationers, tour operators, travel and meeting planners, and the media.

<http://visitwestvolusia.com/>

## Listing

- What: 2017 Bass Pro Shops® Crappie Masters Tournament
- Host: West Volusia Tourism Advertising Authority
- When: Friday & Saturday, January 27–28, 2017  
Fishing times: 7:00am – 3:30pm (both days)  
Weigh-in: 4:30pm (Ed Stone Park)
- Where: DeLand, Florida, St. Johns River  
Weigh-in location: Ed Stone Park along the St. Johns River,  
adjacent to S.R. 44 before the Whitehair Bridge.