



NEWS RELEASE

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Contact: **Lenny Francoeur**, Tournament Director
(479) 715-6103 or lenny@toyotatexasbassclassic.com
Adam Harris, Marketing & Communications Manager
(919) 531-0500 or adam@toyotatexasbassclassic.com

TOYOTA TEXAS BASS CLASSIC TO FEATURE NATIONAL BROADCAST ON CBS SPORTS

LAKE CONROE, TEXAS – For the third consecutive year, CBS Sports will broadcast a one-hour special reprising the Toyota Texas Bass Classic (TTBC). The broadcast on Saturday, November 21 will be from 1:00 – 2:00 p.m. CST (2:00 – 3:00 p.m. EST) and will feature highlights from the three days of competition, with a focus on the crowning of the 2009 Toyota Texas Bass Classic champion.

The TTBC will be held October 16 – 18 on Lake Conroe. For the first year, the TTBC is positioned as the world championship of the PAA Tournament Series and the format will be an individual angling competition, making the event a true world championship. The field will be comprised of 60 anglers, all qualified members of the PAA who earn spots based on PAA Tournament Series finishes or other merits.

“Our primary goal with this tournament is to raise funds and awareness for the Texas Parks & Wildlife Department’s educational and conservation activities,” said Dan Friedkin, TTBC co-founder and TPWD commissioner. “We encourage everyone to come out and attend the festivities, which will be highlighted by spectacular country music and the crowning of the Toyota Texas Bass Classic World Champion.”

The TTBC will continue its focus on conservation and adhere to strict slot limits that have earned the event national praise its past two years. Through the TTBC, the Texas Parks & Wildlife Department (TPWD) has received \$500,000 to benefit their first-class youth fishing and outreach programs. For the third consecutive year, a minimum of \$250,000 will be donated to TPWD.

“TPWD’s innovative management and conservation strategies are among the best in the country and we are excited to highlight them at a world-class event like the Toyota Texas Bass Classic,” said Phil Durocher, director of Inland Fisheries for the TPWD.

The Toyota Texas Bass Classic is sanctioned by the Professional Anglers Association with technical assistance and support from Texas Parks and Wildlife Department’s Inland Fisheries Division. Title sponsor for the event is Toyota. The tournament will be held on Buffalo Springs, a planned development in the City of Montgomery. Corporate partnership opportunities are available for 2009. For additional information, visit www.toyotatexasbassclassic.com.

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