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For Immediate Release

KISSIMMEE'S LAKE TOHO REELS IN ANOTHER BIG ONE

Kissimmee (CVB), FL, July 17, 2006 – Kissimmee landed another big catch for its residential and visiting bass fishing fans with today's announcement that Lake Toho will host a CITGO Bassmaster Elite Series tournament for the world's top anglers, September 13-16, 2007.

Billed as the "Sunshine Showdown," the tournament launching from Lake Toho will serve as the season-ending event of the 2007 Bassmaster CITGO Elite Series schedule conducted by B.A.S.S., the worldwide authority on bass fishing. The Kissimmee Convention & Visitors Bureau and the Central Florida Sports Commission negotiated delivery of the tournament to Lake Toho. They are excited to land the prestigious competition.

"The CITGO Bassmaster Elite Series is the world's most recognized and premier professional bass fishing league, and the Sunshine Showdown will certainly be one of the most anticipated events of the 2007 season," declared Tim Hemphill, executive director of the Kissimmee Convention & Visitors Bureau. "We know our residents and fans will turn out and cheer their favorite anglers just as they did this past February when we hosted the Super Bowl of bass fishing, the CITGO Bassmaster Classic, in which the anglers established several new tournament records."

The top angler at the Sunshine Showdown receives a \$100,000 first-place prize.

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Sunshine Showdown 2-2-2-2

The Central Florida Sports Commission credits strong partnerships as important in securing the right to host the Sunshine Showdown. “The Central Florida Sports Commission and the Kissimmee Convention & Visitors Bureau have a rich and successful history of hosting BASS events,” stated John Saboor, executive director of the Central Florida Sports Commission. “Next year’s Bassmaster Elite Series event, coupled with the 2006 CITGO Bassmaster Classic staged in Kissimmee earlier this year, demonstrates our firm commitment to build upon our great relationship with our friends at BASS.”

The Sunshine Showdown is expected to generate more than \$500,000 in direct economic impact for the local community, as well as approximately 1,000 room nights within Osceola County. Coverage of the Sunshine Showdown will be televised on ESPN2’s show *The CITGO Bassmasters*.

For more information on Kissimmee and Lake Toho, contact Larry White at 407.944.2425 or Lwhite@FloridaKiss.com. For more information on the Central Florida Sports Commission, contact Lindsey McBride at 407.648.4900, ext. 18 or Lmcbride@Orlandosports.org.

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