



KISSIMMEE’S LAKE TOHO REELS IN ANOTHER BIG ONE

KISSIMMEE, FL (Winter 2007) – Kissimmee landed another big catch for its residential and visiting bass fishing fans in July 2006 when BASS announced that famed 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 for the 2007 Bassmaster CITGO Elite Series. The tournament series brings together the top pro anglers in the world.

The Kissimmee Convention & Visitors Bureau and the Central Florida Sports Commission negotiated with BASS to land the prestigious competition on Lake Toho.

“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 in February 2006 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.

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. “The Bassmaster Elite Series event, coupled with the 2006 CITGO Bassmaster Classic staged in Kissimmee, 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*.

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