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Big Bass Tour to host the Ego Energy Drink North Texas Classic on Lake Lewisville

BBT and The City of Lewisville have partnered to bring this big bass tournament event to the official "Urban Bass Fishing Capitol of Texas."

/24-7PressRelease/ - LEWISVILLE, TX, September 08, 2008 - Based at Lake Park, this popular event comes to Lake Lewisville for the first time on September 27-28, 2008, offering amateur anglers the chance to compete for over \$100,000 in cash and prizes. The format for the event is open big bass; in addition to hourly cash payouts, the overall winner of the event will receive a 2008 Nissan Titan V8 Crew Cab Truck from proud sponsor Avery Johnson's North Texas Nissan.

"In the last several years, this fishery has hosted several professional events, as well as the National Collegiate Bass Fishing Championship," says Mark Jones, VP of Business Development for BBT. "During those events this lake has yielded some very large bass and we believe that there's no better place to promote the sport of bass fishing in the Dallas/Ft. Worth metroplex."

In conjunction with the tournament, the City of Lewisville will host its annual Western Day event in old town square, which will include numerous events and activities for the entire family. Saturday's Western Day event will culminate in a concert showcasing Derek Sholl, Casey Donahue and The Eli Young Band on the Bud Light Main Stage. BBT is also sponsoring a KidFish that will be held downtown on Saturday from 10am to 7pm. Dickey's Barbecue will be serving food throughout the event at Lake Park on Saturday and Sunday. Funds raised through this event will go to support the Texas Parks and Wildlife Foundation and KidFish charities respectively.

Anglers may register for this event online at www.bigbasstour.com or at any of the 14 D/FW Hooters locations. BBT will also accept registrations via mail, fax and phone. Additionally, registration days will be held at Bass Pro Shops in Garland, Texas on Wednesday September 24th from 4pm to 10pm, at Bass Pro Shops in Grapevine, Texas on Thursday the 25th of September from 4pm to 10pm and at Hooters in Lewisville, Texas on Friday the 26th of September from 9am to 7pm. 103.3 FM ESPN Radio will be on-site at Hooters in Lewisville Friday the 26th from 4pm-6pm giving away free prizes.

Sponsors of the Ego Energy Drink North Texas Classic include; Ego Energy Drink, Carrot Stix Fishing Rods, Avery Johnson's North Texas Nissan, Legend Boats, Hooters, 103.3 ESPN Radio, Wired2Fish, Gemini Sport Marketing, Bass Pro Shops, Power-Pole, 99.5 The Wolf, Fun-n-Sun Boats, Fellers, Splash Magazine and Complete Graphic Solutions.

Big Bass Tour is a national tournament organizer and event manager committed to the promotion of the sport of bass fishing and bass conservation. We provide amateur anglers a premier big bass tournament series on the nation's best fisheries for big bass. For further information, please contact us at (877) 958-TOUR