



Catch More Fish

BERKLEY HOOKS UP WITH NATIONAL COLLEGIATE BASS FISHING

SPIRIT LAKE, Iowa (January 28, 2008) – Berkley has announced a new program to aid the National Collegiate Bass Fishing Championship. Sponsored awards include, Collegiate Team of the Year, College Big Bag Awards and the Berkley Conservation Institute College Angler of the Year.

“Berkley is proud to be a sponsor of the National Collegiate Bass Championship. Andrew Marks, Marketing Manger for Berkley said, "This young group of anglers is our future for the sport and we are committed to helping them achieve their personal and academic goals.”

Berkley's contingency programs will allow anglers to win scholarships to help pay for their education as well as support their passion. These include the Berkley Collegiate Team of the Year with over \$6,000 in scholarships and products, Berkley Conservation Institute College Angler of the Year with a total of \$1500 for the top 2 winners and \$500 in product for 3rd place. There is also the Berkley Big Bag Awards with product prize packages throughout the season and scholarship money for the Big Bag of the Year.

“The National Collegiate Bass Fishing Championship is thrilled to have Berkley as sponsors,” Wade Middleton, Lead Coordinator of NCBFC, said. “Berkley is continuously promoting youth involvement in the fishing sport and their support backs that claim.”

The NCBFC made its debut in the fall of 2006. It was a modest beginning with 41 two-person teams representing 24 colleges and universities. With participating teams from Purdue, Wisconsin, Texas A&M, Oklahoma, Oregon, Alabama. Conferences like the Big 10, Big 12, PAC-10 and SEC all had a prominent presence.

In less than six months after the inaugural event, the number of collegiate fishing programs across the country nearly tripled in size, and participation in the 2007 Championship doubled. The 2007 event brought 84 two-person teams representing 44 colleges and universities from across the nation to Lake Lewisville, and Texas A&M University took the national title home to College Station. At least 100 teams are expected to participate in the third annual championship in 2008.

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