

**\*Corrected\***

## **Anglers to Cast Lines in Rockford for Fishing Tournament**

*Cabela's Helps Establish Region as Fishing Destination*

### **FOR IMMEDIATE RELEASE**

**June 14, 2011**

**What:** The Rockford Region will host a Cabela's King Kat Fishing Tournament; one of 15 King Kat Trail fishing events taking place this summer. Cabela's, the sporting goods retail giant, coordinates the King Kat Trail of affordable fishing tournaments.

**When:** **June 25, 2011**  
6:30 a.m. – 3:30 p.m.

**Where:** **Sportscore One**  
100 Elmwood Rd., Rockford, Illinois

The park will serve as the home base for the tournament, with anglers fishing in the Rock River.

**Why:** The tournament will draw nearly **300 anglers** and fans from around the Midwest and other parts of the country. They will fill 450 hotel room nights and generate an estimated \$80,000 for local businesses.

This is the first time in recent history the region has hosted a fishing event of this caliber. The tournament establishes the region as a fishing destination and makes the Rockford Region a contender for similar events in the future.

### **Photo**

**Opportunity:** The tournament weigh-in will be held at the Sportscore One Complex. All anglers must be in the weigh-in line by 4 p.m. To help preserve the sport, only live fish will be weighed in, and all fish will be released during or after the tournament.

*The Rockford Area Convention & Visitors Bureau is a private, non-profit organization that champions efforts to promote and further develop the Rockford Region as an overnight visitor destination. RACVB generates positive economic impact for the community through investments in tourism marketing, sales, promotion and advocacy. [www.gorockford.com](http://www.gorockford.com)*

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### **FOR MORE INFORMATION:**

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