

## Walt Disney World Resort Offers Guests the Best in BASS Fishing Excursions

LAKE BUENA VISTA, Fla. – World-class theme parks and attractions are not the only reasons for visiting Walt Disney World Resort. There's fishing, too, with trophy-sized largemouth bass in the 14-pound range lurking in lakes and canals almost within casting distance of Cinderella Castle. Popular catch-and-release experiences around the Vacation Kingdom promise to "lure" even more guests to the Disney lakes, as Walt Disney World Resort offers a lineup of BASS fishing excursions with the nation's preeminent authority on the sport of fishing. From true beginners to expert anglers, thousands of Walt Disney World guests annually participate in fishing excursions on Bay Lake, Seven Seas Lagoon and other Disney waterways. BASS excursions provide guests with access to world-class equipment like Castaway Rods & Wave Spin Reels, as well as boats outfitted with Lowrance depth finders, Power Poles and other professional-grade fishing equipment. In addition to having access to some of the industry's best equipment, exceptional guides and Disney's well-managed lakes, all BASS fishing participants at Walt Disney World Resort receive a one-year BASS membership, which includes: 11 issues of *Bassmaster Magazine*; a membership pack with a personalized membership card, colorful members-only decal, an embroidered patch and member handbook; free Gear Giveaways; a Boat Theft Reward; information on local BASS chapters; eligibility to compete in national events; and other exciting special discounts and benefits. "This is a great way to promote BASS memberships as well as some of the finest bass fishing the country has to offer, which just happens to be in the shadow of Magic Kingdom," said Tom Ricks, vice president and general manager of BASS. "I can't think of a better way to bring in new members while showcasing the mutual commitment to family activities and fishing education shared by BASS and Walt Disney World. It will also mean a lot to our existing membership that we have a presence at a respected, family-friendly vacation destination."

**Walt Disney World Resort** Guests with little or no fishing experience can enjoy the thrill of guided BASS fishing excursions on the waterway systems at Walt Disney World Resort, including World Showcase Lagoon, Bay Lake and Seven Seas Lagoon. Two-hour catch-and-release tours led by experienced fishing guides are offered daily on an advance-reservation basis. Pontoon boats are fully equipped for excursions with rods, reels, fishing gear and beverages. A party of up to five people can participate in tours and no fishing license is required. Typical tour hours can be arranged for early morning, mid-morning or early afternoon. Guests can make reservations up to 90 days in advance at 407/WDW-BASS (939-2277). During construction of the Magic Kingdom theme park in the late 1960s, more than 70,000 bass fingerlings were released into Bay Lake and Seven Seas Lagoon. Organized fishing tours didn't start at Walt Disney World Resort until 1977, leaving bass to grow and breed undisturbed for years. The heaviest largemouth bass caught and recorded at the Vacation Kingdom was 14 pounds, 6 ounces. Guests routinely catch bass weighing from 2 to 8 pounds — and guides relate tales of catches in the 12-pound range. Most trips catch five to 10 fish, depending upon time of day, number of people on board ... and luck. BASS fishing excursions are part of the menu of options available in the Magic Your Way Premium Package. Guided fishing excursions can be booked at 407/WDW-BASS.

**BASS** BASS is the worldwide authority on bass fishing, sanctioning more than 20,000 events through the BASS Federation annually. Guided by its mission to serve all fishing fans, BASS sets the standard for credibility, professionalism, sportsmanship and conservation, as it has for nearly 40 years.

**Contacts:** Darrell Fry, Walt Disney World Public Relations – 407/566-6397 George McNeilly, ESPN Outdoors/BASS – 334/546-6734

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