

News Release

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FOR IMMEDIATE RELEASE

“Heroes and Villains”

ATHENS, Ala. – “Here I come to save the day!”, Mighty Mouse is on the way..... although most of us cheer for the heroes, the villains make the movies memorable--- where would Batman be without The Joker or Catwoman? Where would James Bond be without Dr. NO or OddJob? Heroes and Villains- that’s the theme of the 2012 American Bass Anglers American Couples Series National Championship, slated for Aug. 29-Sept. 3 in Hartwell, Ga.

Running out of Gum Branch Recreation Area, the top angling couples in the nation will compete on Lake Hartwell, which is located in the Northeast Georgia Mountains and Upcountry South Carolina. It boasts 962 miles of shoreline and 56,000 acres that offer some of the best fishing in Georgia and South Carolina.

The competitors practice Aug. 29 - Sept. 1. Then, the two-day tournament runs Sept. 2-3, with the weigh-in beginning at 3 p.m. each day.

Although fishing takes center stage in the championship tournament, event organizers plan many activities throughout the week. Many competitors bring the entire families with them to join in the fun. In addition, fans attend the weigh-in and other events to cheer on their favorite teams.

“Lots of activities are planned for this years’ event,” said Debra Talley, ABA national marketing director. “Our anglers look forward to spending time together with other friends as well as the fact that enjoying the outdoors is important in its own right. It can also help deliver many social, economic and environmental benefits, from increased tourism for the local community that hosts our events, to better health and quality of life for our participants. Spending time on our lakes and rivers across the US gives us a greater understanding and care of our natural resources.”



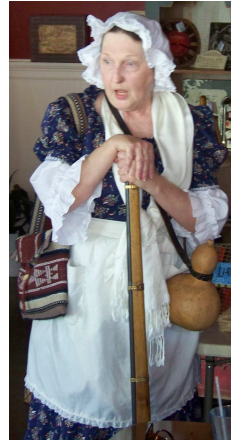
When not fishing, some teams like to show their humorous side. During the 2009 ABA American Couples Series National Championship, Joyce and Benny Howell dressed up as Dave and Wendy of the Wendy’s restaurant chain. They took the most votes as “best dressed couple.” In 2010, with the theme of “If We Weren’t Fishing...” competitors dressed in their favorite “other” sport and answered quizzes about famous sports figures and teams. “I learned from my site visit there, that Hartwell has their very own hero”, stated Talley....”Nancy Hart is one of the many recognized women of the American Revolutionary War. She was known for her profound patriotism and bravery. During the war, Nancy Hart had a dislike for the British Torres. Standing

about six feet tall and with flaming red hair, she was quite the marksman using her musket. She was known to dress as a man and enter British camps spying on the enemy to retrieve important information on the British troops plans”, continued Talley.

As a special treat for the participating couples, Nancy Hart plans a visit to tell the group her first-hand account of everything that happened in Northern Georgia during the American Revolutionary War.



Nancy Hart then...



Nancy Hart today...

The ABA American Couples Series National Championship tournament culminates a series of fishing competitions held throughout the year in the states of Alabama, Arkansas, Colorado, Florida, Georgia, Kentucky, Louisiana, Massachusetts, North Carolina, Oklahoma, South Carolina and Tennessee. Competitors qualify by competing in various state couples trail events. At the championship tournament, the winning team will receive a 7-night, 8-day trip to Hawaii.

The Hart County Chamber of Commerce will host the championship tournament this year. The town plans a special welcome for all the competitors and tournament officials.

“We can’t wait to share our community, its natural riches, cultural resources, and great southern hospitality with everyone” said Anna Burch, Tourism & Special Events Coordinator for the Hart County Chamber of Commerce. “We know the couples will find their stay pleasant and enjoyable, and just like us “Never Want to Leave! I hope everyone in our town will come out to watch the weigh-ins every afternoon at 3pm and cheer them on”, she concluded.

Sponsors of the American Couples Series are Triton Boats, Mercury Marine, Royal Purple Synthetic Motor Oil, ProBass Networks, Rejuvenade, Carlisle Tire & Wheel, Odyssey Batteries, Hobie Polarized Sunglasses, US Reels, MossHawg, Boat Guardian GPS, and Simms.

For more information, call 888-203-6222 or see the ABA website at www.abacouples.com. For information on Hartwell, GA, you can visit www.hart-chamber.org or call 706-376-8590.

About American Bass Anglers

American Bass Anglers is the largest tournament organization for the weekend angler. American Bass Anglers operates the American Fishing Tour, The Toyota Tundra Bassmaster Weekend Series and the American Couples Series. Each tour is design specifically for the weekend angler offering low cost and close to home events so the anglers can qualify for larger championship. For more information on American Bass Anglers visit www.americanbassanglers.com