

For Immediate Release

Monday, June 1, 2020

Stafford Reels in First Sporting Event in Northern Virginia Post Pandemic

Stafford County will host the first sporting event in Northern Virginia and one of the first in Virginia post the Coronavirus Pandemic. Stafford County is excited to welcome the Kayak Bass Fishing Trail Series Tournament, and *Kayak Bassin*, a nationally televised fishing show hosted by retired U.S. Navy officer, Chad Hoover.

“This is a direct impact from our tourism marketing efforts over the past couple of years and investment in local assets,” said John Holden, Director of Economic Development and Tourism.

Kayak angler participants will follow Kayak Bass Fishing’s ample safety precaution measures, including social distancing practices, and a virtual awards ceremony.

“We have been working with the right’s holder for this tournament to encourage safe, social distancing practices throughout their stay in Stafford,” said Lisa Logan, Tourism Program Manager for the Stafford Tourism Department. “As a result of continued dialogue and relationship building, we are excited to host this two-day tournament.”

Stafford will host the Kayak Bass Fishing Trail Series Tournament June 13-14, 2020, and again next summer of 2021. The tournament will also include a significant social media campaign on one of the largest social media networks in the kayak fishing industry. The event numbers attract between 150-250 anglers who will occupy between 500-600 room nights.

Stafford will be highlighted on a national television show featured on the *World Fishing Network* and the *Sportsman Channel*. The *Kayak Bassin* episodes that feature Stafford will begin airing in 2020. These shows reach 45 million TV households. *Kayak Bassin* has over 77,000 subscribers and 13.7 million views on YouTube, 63,000 Facebook fans, and 58,000 Instagram followers.

The County estimates the economic impact of this program is in excess of \$116,000. In addition, the value of the advertising is in excess of \$3.0M.

For more information on this tournament and locations to fish in Stafford County, Virginia, visit www.TourStaffordVA.com/fishing.