



Press Release

For immediate release

The most anticipated professional fishing competition in Canada returns for a 5th consecutive year. The Berkley B1 Canadian Bass Open, presented by Thomas Marine Group, is regarded as the marquee event in the competitive angling arena. This September 21st & 22nd, the city of Salaberry-de-Valleyfield, located in Quebec near the Ontario border will once again play host to the 2-day extravaganza, as the best professional bass anglers in the country tackle the waters of Lake St-Francis in the quest for giant smallmouth bass. *"The Berkley B1 is celebrating its 5th year anniversary in a big way."* states Ben Woo, President, Berkley B1. *"We've expanded the field to accommodate up to 200x teams and will be giving away the ultimate fishing rig, a 2013 Ranger bass boat powered by a Mercury outboard motor as the grand prize."*

The Berkley B1 continues to be the only event of its kind to draw participation from five different provinces and this year, it welcomes international competitors from both the USA and even France. Bass anglers everywhere consider the B1 to be the highlight of the season and make it a priority to be a part of the B1 experience. Chip Jaggard, Marketing Manager, Pure Fishing Canada expresses: *"Berkley has been behind this event since its inception and will continue supporting what we believe to be the premiere event of its kind. As the lead sponsor, this is an incredible opportunity to support the competitive angling community while communicating the quality and performance of our products to fishing enthusiasts."*

New to the sponsorship roster is the Quebec-based marine retailer, Thomas Marine Group. With five locations throughout Quebec, Thomas Marine Group has been servicing fishing and boating diehards since 1984. As one of the largest Mercury dealers in Canada and the only Ranger Boats dealer in Quebec, Thomas Marine Group is truly the authority on fishing boats, accessories and equipment. *"Thomas Marine is extremely excited and enthusiastic about becoming the presenting sponsor of the Berkley B1."* states Marc-André Thomas, Vice-President, Thomas Marine Group. *"Joining forces with the Berkley B1 further demonstrates our deep-rooted commitment to sports fishing in Quebec. Anglers can always count on Thomas Marine for our support for all things fishing."* adds Jean-Simon Thomas, also Vice-President, Thomas Marine Group.

Another new feature added to this year's competition is the introduction of a new contingency prizing program. Abu Garcia, manufacturer of high performance fishing rods and reels, is offering a generous contest by posting a grand prize draw of \$1,000.00 cash. To participate, qualified Day 2 anglers simply need to mention "Abu Garcia" on stage in order to enter the draw. All teams who do this will also receive an Abu Garcia Revo reel for absolutely free. Yokohama Tires and Fast Wheels are also presenting the "Most Improved Team" prize awarded to the duo that demonstrates the greatest increase in weight from Day 1 to Day 2. The winning team receives a set of 20" Fast HD truck wheels wrapped in Yokohama Geolandar AT-S tires. These and many more prizing details can be found on the event's official website www.BerkleyB1.com.

SALABERRY-DE-VALLEYFIELD, SEPTEMBER 11TH, 2013

The Berkley B1 will be joining forces with the la Direction de la faune aquatique du ministère du Développement durable, de l'Environnement, de la Faune et des Parcs (MDDEFP) who will be onsite with several biologists during the weigh-in procedures. This collaboration represents a monumental step forward in the study of welfare of the bass fishery in Quebec. Yves Paradis, Biologist for the Ministère states, "We have recommended a unique 3-step procedure for the handling and releasing of the fish caught during the Berkley B1. We will be retaining some live specimens for further study of both the recent disease that has been found on some of the smallmouth bass as well as for the long term effects of "fizzing" fish extracted from deeper water. All healthy fish will be released immediately after weigh-in directly into the Valleyfield Bay as quickly as possible. Fish that require a longer period of recovery will be retained in holding tanks and released into deeper water outside the bay."

The Berkley B1 will weigh and release over 1,200x bass over two days and overseeing this massive procedure will be the newly appointed Director of Conservation for the B1, Jason Barnucz, Fisheries Biologist and also Director of Conservation for the Ontario B.A.S.S. Nation. "I'm excited and proud to be a part of this colossal event." states Barnucz. "The B1 is demonstrating that not only is the preservation of the resource imperative, but we're actually taking steps towards improving the resource by involving and partnering up with groups such as the MDDEFP." Rounding out the B1's conservation program is the acquisition of a brand new H2 in-water weigh in system from Pro Tournament Scales, the use of Oxygenator dissolved oxygen emitters throughout the process as well as the use of U2 liquid formula conditioner for fish transportation.

The city of Salaberry-de-Valleyfield continues to be a major supporter of the event. Inspired by the huge amount of feedback received by the many attending, this years edition will feature more vendor booths in the park, barbecue cuisine complete with beer garden and children's activities presented by the Canadian Army Cadets. There is no charge for admission and ample free parking is available. The blast-off of the event will be taking place at the Valleyfield Marina at 7am sharp on both mornings. With 150 boats competing, this will be a monumental spectacle that is not to be missed. Official weigh-in ceremonies for both days commence at 3pm sharp at the main stage located in Parc Sauvé in downtown Valleyfield. The stage is set, the climax of the Canadian bass fishing season has arrived and the countdown is on to determine which anglers are truly worthy of being the 1.



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"Are You Ready to B the 1?"

For more information on the Berkley B1, request media event access or to arrange an interview, please contact:

