



## ARKANSAS CONTINUES TO SHINE IN ESPN SPOTLIGHT PAUL VITALE MOTIVATES ANGLERS IN BASSMASTER ELITE 50 SERIES

**LITTLE ROCK, ARKANSAS—May 20, 2004**—The second event of the **Bassmaster Elite 50** Tournament Series, the newest addition to the CITGO Bassmaster Tournament Trail presented by Busch Beer began Wednesday, May 19, 2004 at the tournament headquarters of Columbus Marina in Columbus, Mississippi. Last month's hugely successful inaugural Elite 50 event on Arkansas' Lake Dardanelle proved to be the precursor of an extended spotlight shone by ESPN on Arkansas.

Wednesday morning prior to tournament blast-off **Paul Vitale** of Little Rock presented his message of motivation and enthusiasm to the Elite 50 anglers. Vitale was retained by **ESPN** after meeting Ms. Janet Bell of ESPN Outdoors last month in Russellville during the inaugural event. Impressed by Vitale's love of his native Arkansas, his positive attitude and dynamic personality Ms. Bell asked him to become directly involved with the Elite 50 participants at a pivotal time in the tournament: opening day of event two.

"What a thrill for the people of Arkansas to have had an event of this caliber in our great state" said Vitale. "I'm truly humbled that I was given the opportunity by ESPN to speak to the anglers and continue to represent Arkansas at the Elite 50."

In Wednesday morning's all-star audience were fishing legends such as Roland Martin, Arkansas' own three time Bassmaster Angler of the Year Mark Davis (day one leader), Randy Howell and Kevin VanDam to name just a few. In meeting and spending time with the anglers prior to blast-off and continuing through out the day, **Vitale** was impressed with the anglers' discipline and persistence. "These men may cast 2000 times in a day trying to land their catch. Their ability to stay focused, to just keep going whether they're getting strikes or not, that says a great deal about their determination, the power of a positive attitude and love of their sport."

The excitement, aura and family atmosphere surrounding the Bassmaster Elite 50 Series Tour event has been likened to that of NASCAR by both anglers and fans alike. ESPN The Truck, ESPN's state-of-the-art interactive extravaganza is just one of many components that bring this Elite 50 Series to the forefront of the sporting world. Record crowds continue to enjoy the festivities surrounding the competition for the **\$1.6 million prize purse**.

After his experience with the Elite 50 and ESPN Vitale had this to say: "What impresses me the most is the family element that surrounds the anglers as well as the overall feel of the event. A lot of these men travel with their wives and children and they're very much integrated into the sportsmen's activities. I believe this shows the seriousness to these anglers of their positions as role models and their knowledge that they are influential to many people, young and old alike. To me that is what true sportsmanship is all about."

**Paul Vitale** is a native of Russellville, Arkansas. Since founding Vital Communications in 1996 Vitale has authored two books and has delivered his message of affirmation to thousands of people throughout America. His stress on the importance of a positive attitude, a strong work ethic and other vital concepts, coupled with his energetic and enjoyable presentation style have made him one America's most sought-out training and motivational speakers. Prior to his full-time speaking career, Vitale worked as the Director of Sales and Marketing for the Hot Springs Convention Center located in Hot Springs, Arkansas. He began his career working for the largest advertising and marketing firm in the State of Arkansas, Cranford Johnson Robinson Woods. Vitale was part of the team responsible for all of the tourism promotion for the State and continues to promote the State whenever possible through his speaking.