



Motivational Madness E-Newsletter

Paul Vitale Motivates Anglers in Bassmaster Elite 50 Series

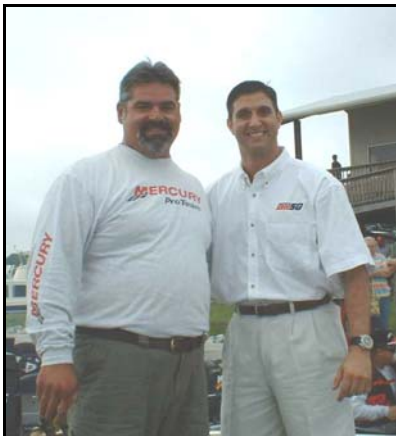
The second event of the Bassmaster Elite 50 Tournament Series, the newest addition to the CITGO Bassmaster Tournament Trail presented by Busch Beer began Wednesday, May 19, 2004 at the tournament headquarters of Columbus Marina in Columbus, Mississippi.



Paul with Janet Bell of ESPN Outdoors

The 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. Paul was retained by ESPN after meeting with Ms. Janet Bell of ESPN Outdoors during the inaugural event in Russellville. 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, Randy Howell and Kevin VanDam to name just a few. In meeting and spending time with the anglers prior to blast-off and continuing throughout 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."



Professional angler Peter Thliveros & Paul

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. Paul was very honored to have the opportunity to work with such a great organization as ESPN.

Vital Information

Did You Know?

President Grover Cleveland had the first telephone installed in the White House in the late 1880's. He always answered the phone.

On an average, according to a recent USA Today poll, airline flights are delayed due to the following reasons: (Information provided by Department of Transportation)

- 33.4% weather
- 25.3% late arriving aircraft
- 7.1% cancellation
- 8.3% air traffic system
- 24.5% airline carrier
- 1.4% other

In 2002 Americans bought more than \$28 million worth of makeup, toys, cookware, lingerie and candles through direct mail.

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