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RELEASE DATE: IMMEDIATE

FISHING FOR BIG BUCKS

Anglers Get an Opportunity to Catch a \$50,000 Tagged Trout May 30-31

BIG BEAR LAKE, Calif./ April 16, 2009 – Imagine reeling in a fish worth \$50,000! On May 30 and 31 Big Bear Lake’s Fishin’ for \$50K Trout Derby gives anglers the chance to do so. There are a total of ten tagged fish at the Fishin’ for \$50K Trout Derby including one particular fish worth the big bucks. The angler who bags the grand prize tagged trout will win \$50,000. The other nine tagged fish are worth cash prizes and variety of Big Bear lodging and adventure packages.

“We want to see all ten tagged fish caught. We want to giveaway as many prizes as we possibly can, especially the grand prize!” said Big Bear Lake Resort Association CEO Ken Brengle.

“Catching a tagged fish is like scratching a winning lottery ticket. It’ll kick start your heart!”

One of the more attractive prizes is \$1,000 for any tagged trout caught from a boat rented at one of Big Bear Lake’s marinas. Another noteworthy prize is \$500 for a tagged fish caught on Berkley PowerBait. Multiple winners for the \$1,000 or \$500 tagged fish will be divided evenly. Other tagged fish include Big Bear lodging and adventure packages that include such prizes as one and two night getaways, pontoon boat rentals and restaurant certificates.

An awards ceremony takes place Sunday, May 31 at 3 p.m. in the Big Bear Visitor Center parking lot located at 630 Bartlett Road (in the Village). The awards ceremony includes a general raffle with thousands of dollars worth of fishing gear, bait and tackle from national manufacturers that will be raffled off. Tagged fish that have not been redeemed, with the exception of the tagged fish for \$50,000 grand prize, the \$1,000 prize sponsored by Big Bear Lake marinas and the \$500 prize sponsored by Berkley PowerBait, will be donated to the general raffle.

-MORE-

Fishin' for \$50K

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Another special bonus for participants of Fishin' for 50K who stay at least one night at a Big Bear Lake Resort Association lodge from May 29 to May 31 receive free entry into the trout derby. Otherwise entry is \$35 for adults and \$20 for participants under age 16. Entries are limited to the first 750 registered anglers. Each contestant receives a free jar of Berkley PowerBait and a wristband that provides discounts at participating Big Bear restaurants, shops and specialty services.

Fishin' for \$50K Trout Derby will be held Saturday, May 30 and Sunday, May 31 from 6 a.m. to 2 p.m. each day. For rules and regulations or to register for the event visit www.bigbear.com or call 800-4-BIG BEAR (800-424-4232).

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Big Bear Lake Quick Facts:

Big Bear Lake is a fresh water lake that stretches seven miles long and is approximately one mile across at its widest point. Its maximum water depth is 72 feet 4 inches. The average depth is 35 feet. There are 22 miles of shoreline. Big Bear Lake is located in the San Bernardino Mountains at 6,743 feet altitude.