



## Columbia's Biggest Sport's Week Coming Up

The top 77 professionals and 77 co-anglers in the world will compete for a \$1 million top award in the **\$2 million Forrest Wood Cup presented by BP and Castrol – bass fishing's world championship – on Lake Murray, Aug. 14-17.** Many of these anglers, representing 31 states and Japan, are fishing on teams sponsored by some of the nation's leading brands.

"The Forrest Wood Cup is the crown jewel of professional fishing and the biggest sporting event of any kind held in South Carolina this year," said FLW Outdoors President and CEO Charlie Evans. "It is the most important, most competitive and most difficult to qualify for tournament in our sport. Forrest Wood Cup competitors are world-class athletes with skills that are second to none. These are the absolute best men and women in the sport, and the best of the best will win as much as \$1 million in Columbia on August 17."

Anglers from all 50 states plus Australia, Canada, Italy, Japan, Mexico and Spain competed in the Wal-Mart FLW Tour, Wal-Mart FLW Series, Stren Series Championship, Wal-Mart BFL All-American and TBF National Championship to qualify for the 2008 Forrest Wood Cup.

In addition to seeing top pros weigh-in during the Forrest Wood Cup, fishing fans will be treated to hundreds of exhibits, fishing seminars by Hank Parker, Jimmy Houston and other bass-fishing legends and free daily giveaways for children 14 and under during the **Family Fun Zone and Outdoor Show at the Columbia Metropolitan Convention Center. Daily weigh-ins will be held at the Colonial Center each afternoon at 5.**

The first 500 children visiting the Family Fun Zone and Outdoor Show Aug. 14 will receive free Berkley fishing line from WIS-TV NBC. The first 500 children visiting the show Aug. 15 will receive a free tackle kit from WIS-TV NBC. The first 750 children through the doors Aug. 16 will receive a free pair of Solar Bat sunglasses from WACH-TV FOX. And on Aug. 17, the first 1,500 children visiting the

show will receive a free rod and reel from WLTX-TV CBS. **One lucky fan over 16 attending the final weigh-in Sunday, Aug. 17, will even win a new Ranger Z-Comanche bass boat powered by Yamaha from The State.** Doors open at 2 p.m. Aug. 14-15, and 11 a.m. Aug. 16-17.

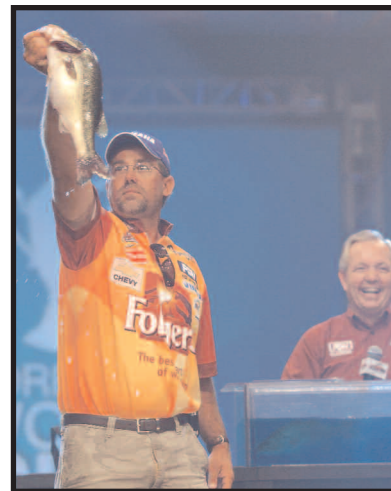
The "Best Damn Sports Show Period" will tape a show Aug. 16 from noon to 2 p.m. in the Colonial Center, and country music fans will be treated to a free Tracy Byrd concert hosted by WCOS-97.5 FM at the Colonial Center Aug. 17 at 4 p.m. Admission to all activities is free, and participants in the Ranger boat drawing must be present during the Aug. 17 weigh-in at 5 p.m. to win.



LOOK for the HOOK

Forrest Wood Cup contenders will launch at 7 each morning from Lake Murray Marina and Yacht Club. Coverage of the Forrest Wood Cup,

hosted by the Capital City/Lake Murray Country Regional Tourism Board, will be broadcast to 81 million FSN (Fox Sports Net) subscribers in the United States Sept. 28 and Oct. 5 as part of the "FLW Outdoors" television program. "FLW Outdoors" is also broadcast in Canada on WFN (World Fishing Network) and to more than 429 million households in Europe, Africa, and Asia through a distribution agreement with Matchroom Sport, making it the most widely distributed fishing program in the world. The program airs Sunday mornings at 11 Eastern time. For more info about FLW Outdoors, call (270) 252-1000. For more info about FLW Fantasy Fishing, visit [FantasyFishing.com](http://FantasyFishing.com). **Visit [scjewel.com](http://scjewel.com) for the latest event details!**



## NEW MEMBERS...

CMI Limousine Services -  
Michael & Lynn Gantt  
Coffee News

Dr. Samuel Marsh (Friend of Lake Murray)

Hampton Inn Columbia  
- Downtown

Hampton Inn -  
Lexington

Lake Murray Adventure Rental -  
Buddy Fleming

Mark's of Chapin - Mark Gelman

**Mark your Calendars!**

**CCLMC Annual Meeting • August 21st • 6:30pm**

Sally Lucas - Coldwell Banker

Troy Ott - Century 21 Bob Capes Realtors

Valerie Baldwin - Keller Williams

## Feature Section

# Treasure what's in your Backyard

Come see why Downtown Newberry is the perfect setting for your next meeting or event! **The Newberry Firehouse Conference Center** has small town charm with big city facilities!

This renovated 1890's era firehouse is located in the heart of downtown Newberry within comfortable walking distance of a 70+ room Hampton Inn Hotel, fabulous white table cloth dining, boutiques and shopping, plentiful parking and the nationally acclaimed Newberry Opera House. Everything from a simple reception to a week's worth of employee training can be handled in one place. Book your next event in this unique location!



1227 McKibben Street, Newberry • (803) 276-1800 • [cityofnewberry.com](http://cityofnewberry.com)

Over 250 association members will converge on Columbia and Lake Murray when the SC Motorcoach Association (SCMCA) holds its annual meeting in the Capital City/Lake Murray Country region. The meeting will be held at the Radisson Hotel, August 24-28, 2008.

The SCMCA are tour operators in the state of South Carolina and also our neighboring

states, Georgia, Florida and North Carolina. These tour operators generate a lot of day trips and overnight trips to our region.

## Major Motorcoach Meeting

"This is the first time that the SCMCA has selected the midlands area for this annual event. It will be an excellent opportunity for our attractions and hospitality partners to showcase what the region has to offer for group tours," says Miriam Atria.

## "See America Tour" chosen to highlight Lake Murray's July 4th Celebration

The See America Tour ([Americathebeautiful.com](http://Americathebeautiful.com)) is taking a film crew across the roads of America in search of powerful stories of patriotism. The tour selected Lake Murray's annual July 4th Celebration as one of the featured cities.

On Saturday, July 5th, the See America Tour film crew was in town to film the Independence Day festivities on Lake Murray. Lake Murray is one of nine locations in the United States selected to be a part of the tour. Some of the other cities include St. Louis, Missouri; Ocean Shores, Washington; McKinney, Texas and Green River, Wyoming. Lake Murray's celebration will be part of a documentary series which will air across many national networks. This event continues to be recognized as a national tourist event as well as a revenue generator for the community.

For more information about the See America Tour, visit [AmericatheBeautiful.com](http://AmericatheBeautiful.com).



**Staff:** Frankie Harbuck, Visitor Information Specialist; Ellen Scully, Visitor Information Specialist; Julie Smoak, Visitor Information Specialist; Jayne Baker, Public Relations; Amy Hoffman, Special Events Manager; Amanda Hildebrand, Membership & Online Sales Manager; Louise Meyers, Bus/Group Tours; Miriam Atria, President/CEO.

**Board of Directors:** Charles Higgins, Amanda Holgate-Chairman, Richard Markham, George Mathias, Steve Ryan, Pat Love Shealy, Randy Walston, Vicki Wilkins

**Ex-Officio Board Members:** Honorable Nathan Ballentine, SC House of Representatives; Honorable John Carrigg, Lexington County Council; Honorable John Courson, SC State Senate; Senator Ronnie Cromer, SC State Senate; Mr. James Derrick, President, Century 21/Bob Capes Realtors; The Honorable Joyce Dickerson, Richland County Council; Honorable Jim Harrison, SC House of Representatives; Honorable Chip Huggins, SC House of Representatives; Honorable Johnny Jeffcoat, Lexington County Council; Honorable Jake Knotts, SC House of Representatives; Jacob Schumpert, Saluda County.

## Words from the President

### New Interactive Map System

The Capital City/Lake Murray Country Regional Tourism Board unveiled its new interactive mapping system in June. Various attractions, regional tourism partners, businesses, chambers and individuals throughout the four county area attended the unveiling. This new system is creating partnerships and cross marketing opportunities for many entities within the region.

The new system, highlighting Richland, Lexington, Newberry and Saluda Counties, is truly an interactive, user-friendly experience for browsers. The system was purchased from Micromaps, a company based in Bermuda, and Lake Murray Country was their first customer in the United States, with the state of Colorado launching soon. The interactive system can be viewed at [lakemurraycountry.com](http://lakemurraycountry.com). There is a special link on the home page.

#### Key features of the map system:

- Contains a Flash Front-End, which means no special viewer is required
- Zoom In/Out feature
- Displays Points by Category & Subcategory
- Displays a Point Information Window, which contains text, images, slide shows, video and hyperlinks to external sites.
- Ability to search for a point of interest by key word
- Ability to print an area of the map along with any point of interest info

Micromaps will have Lake Murray Country's map on display in Las Vegas at the Destination Market Association International Convention, July 28-30th.

**Contact Amanda Hildebrand to talk about being a part of the map system. (803) 781-5940 x1 or amanda@lakemurraycountry.com**