



PRESENTED BY **GoPro**  
Be a HERO. 

## FROM HOMETOWN FAVORITE TO HOMETOWN HERO

In Greenville, SC, Casey Ashley, a 31-year-old South Carolina native, who has lived just a few miles from Lake Hartwell all his life, caught five bass on the final day of competition that weighed 20 pounds, 3 ounces to jump from fifth to first in the GEICO Bassmaster Classic presented by GoPro.

Ashley's three-day total of 50-1 was enough to help him pass Elite Series pro Bobby Lane of Florida, who finished second with 46-15, and Texas angler Takahiro Omori, who placed third with 44-3.

Behind Ashley, Lane and Omori, were Arizona pro Dean Rojas (43-13), Virginia pro Jacob Powroznik (43-1) and New Jersey pro Michael Iaconelli (42-6).

The GEICO Everyday Leader Award of \$2,500 was presented to Rojas on Day 1 and Omori on Day 2. Aaron Martens earned the GoPro Classic Big Bass award for his 6-11 catch on Day 2.

### *Droves of avid anglers and bass enthusiasts descended upon Greenville for the 45th Bassmaster Classic*

- 103,091 attended the launch, EXPO and Weigh-ins (40% increase over the last Greenville-hosted Classic in 2008)
- The Outdoors EXPO presented by Dick's Sporting Goods featured more than 220 exhibitors (40% more than 2014)
- Partnerships with local media delivered over 30MM media impressions helping drive attendance

**Catch Classic coverage on *ESPN2***

[CLICK HERE](#) for full schedule

**March 7 at 7 a.m. & 8 a.m. ET**  
**March 8 at 11 a.m. ET**  
**March 22 at 8 a.m. ET**



## **Bassmaster Classic Live, the new game-changing live online coverage of the bass fishing action, helped set new records on Bassmaster.com, during Classic week...**

- More than 760K unique visitors (29% increase over 2014) accounted for over 28MM page views (37% increase over 2014)
- Over 1.5MM Classic-related video views accounted for nearly 28MM minutes of video viewed (42% increase over 2014)
- 315K of the 1.5MM videos viewed were of the new Classic Live show — 10MM minutes of videos watched
- BASStrakk was the single most popular page on the site during Classic Week with over 2MM page views (36% increase over 2014)

## **Media from across the country, and around the world, came to the Classic**

- Credentials were issued to more than 300 media representatives including major market newspapers (Dallas, Pittsburg, and Milwaukee), Associated Press and Outdoor Life, and international media from Japan, South Africa and Canada
- The Weather Channel broadcast live from takeoff

### **Making Classic History**

Ashley was only the 3rd angler to win the Classic in his home state

Classic coverage on Bassmaster.com drove over 1MM unique visitors to the site in the month of February — the most ever for a single month

The 2015 Classic was the third best attended Classic to date behind Tulsa and Shreveport

### **Heroic Classic Moments**

Kyle Carpenter, the youngest Medal of Honor recipient, opened the weigh-in on Saturday

David Walker saved a life — pulling a father of four from the frigid waters of Lake Hartwell on official practice day

### **One post-Classic story caught the spirit and enthusiasm of the event.**

#### **Excerpts:**

**THE CLASSIC:** “I’ve been to America plenty of times. But spending a week at sport fishing’s most prestigious tournament, the Bassmaster Classic, felt like the first time I’d ever really seen America.”

**GREENVILLE:** “It was the perfect venue for the nostalgic grandeur of this event.”

**THE COMPETITION:** “You don’t watch fishing at the lake. You do it after the fact, at the weigh-in, where guys are waving around live fish like championship belts. That’s where all the fun is.”

**THE ANGLERS:** “As a group, these were some of the most effortlessly charismatic athletes I’ve ever been around.”

**THE FANS:** “In fishing, the distance between competitors and their audience is virtually non-existent.”

**THE WRITER CONCLUDES:** “This entire event was an education, and it had nothing to do with the finer points of angling.”

**READ THE ENTIRE STORY HERE from *The Globe and Mail***

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