

Bassmaster returns to Knoxville, Tennessee in 2026 for Pro Shops Bassmaster Classic presented by Under Armour March 13-15

BIRMINGHAM, Ala. — The Super Bowl of Bass Fishing is making its way back to one of the most electrifying destinations in the sport. B.A.S.S. officials announced that the 2026 Bass Pro Shops Bassmaster Classic presented by Under Armour will return to Knoxville, Tenn., for the third time on March 13-15, 2026.

With competition set on the Tennessee River’s Fort Loudoun and Tellico lakes, daily weigh-ins will take place at the University of Tennessee’s Thompson-Boling Arena at Food City Center in downtown Knoxville. The Bassmaster Classic Outdoors Expo presented by GSM Outdoors, featuring more than 200 exhibitors, will be held at the Knoxville Convention Center and World’s Fair Exhibition Hall, offering over 250,000 square feet of event space. Visit Knoxville will once again serve as the event’s host.

“We are thrilled to return to the site of two of our most successful Classics in history,” said B.A.S.S. CEO Chase Anderson. “East Tennessee fully embraces the Classic for what it truly is — a celebration of the sport of bass fishing. The fan experience in Knoxville is second to none, with all event venues within walking distance. With our ever-growing global fanbase, we expect the 2026 Classic to be even bigger and more exciting.”

The 2026 Bassmaster Classic will feature 58 of the world’s top bass anglers, who will earn their spots through the Bassmaster Elite Series, St. Croix Bassmaster Opens presented by SEVIN, Mercury B.A.S.S. Nation Championship presented by Lowrance, Bassmaster College Classic Bracket presented by Lew’s and the Bass Pro Shops



Knoxville, Tenn., will host the 2026 Bass Pro Shops Bassmaster Classic presented by Under Armour March 13-15, 2026. (Photo by James Overstreet/B.A.S.S.)

Bassmaster Team Championship. These elite competitors will battle for a \$300,000 first-place prize and a total purse of over \$850,000.

Knoxville has become a premier destination for the Bassmaster Classic, drawing record-breaking crowds and delivering significant economic benefits.

“This will be the third Bassmaster Classic we bring to Knoxville, which speaks to the perfect combination of our strong partnership and the exceptional experience our city provides,” said Chad Culver, senior director of the Visit Knoxville Sports Commission and Convention Sales. The 2023 Bassmaster Classic set a new attendance record with 163,914 fans, generating an economic impact of \$35.5 million

for Knoxville and east Tennessee. Additionally, the event generated \$2.85 million in state and local tax revenue, with attendees booking 31,525 hotel room nights across Knox County. The Classic also supported 12,698 jobs throughout the event. The Classic celebration continued when B.A.S.S. was honored as the Best Professional Event at the 2023 SportsTravel Awards.

“Knoxville shines during major events like the Bassmaster Classic,” said Kim Bumpas, president of Visit Knoxville. “Both the anglers and fans enjoy an unmatched experience, from the Tennessee River to the world-class venues hosting events throughout Classic weekend. We are excited to welcome everyone back in 2026.”

Fort Loudoun and Tellico lakes, covering approximately 30,000 acres, will once again provide anglers with a dynamic and competitive fishery. Competitors will also have access to waters upstream from Fort Loudoun Dam, extending to the Interstate 40 bridge on the Holston River and the Highway 168 bridge on the French Broad River.

Elite Series angler Jeff Gustafson knows the potential of these waters well. In 2023, he secured victory at the Bassmaster Classic by landing 42 pounds, 7 ounces of bass, becoming the first Canadian angler to win the championship and taking home the coveted Ray Scott Trophy and the \$300,000 prize.

Daily takeoffs will take place at Volunteer Landing, where more

than 15,000 fans gathered in 2023 to watch the world’s best bass anglers embark on their quest for Classic glory.

“B.A.S.S. is extremely excited to return to Knoxville for the 2026 Bass Pro Shops Bassmaster Classic presented by Under Armour,” said Chris Bowes, B.A.S.S. vice president of tournaments. “This event should be just as competitive as past Classics on Fort Loudoun and Tellico lakes.

“We expect to see all three black bass species cross the weigh-in scales, and with such a versatile fishery, competitors will be able to play to their strengths,” Bowes added. “One thing that won’t change is the breathtaking backdrop of Knoxville and the

convenience of its world-class venues for both anglers and fans.”

About Visit Knoxville

Visit Knoxville (Knoxville Convention and Visitors Bureau) is the official CVB for the City of Knoxville and Knox County. Visit Knoxville is a 501(c)(3) nonprofit, private company that works together with the community, business leaders and local and state government to further develop Knoxville as a premier leisure, meetings and travel destination. Tourism is the second-highest grossing industry in the state of Tennessee. Knoxville/Knox County annually produces over \$1 billion in travel spending. For more information, visit visitknoxville.com and follow on Facebook, Instagram and Twitter.

About Visit Knoxville Sports Commission

The Visit Knoxville Sports Commission (VKSC), established under Visit Knoxville in 2016, is responsible for bringing tournaments and sporting events to Knoxville and Knox County. The VKSC has hosted top-tier events including the Bassmaster Classic, the USA Cycling Pro Road National Championships and the 2024 U.S. Olympic Team Trials - Diving. The VKSC was recognized as Sports ETA’s 2019 Sport Tourism Organization of the Year and was awarded SportsTravel’s Best Professional Event and HospitalityTN’s Purple Iris Award Special Event of the Year for the 2023 Bassmaster Classic. For more information, visit sports.visitknoxville.com and follow on Facebook and Instagram.

United Football League kicks off its season campaign with ‘More of What You Love’ to capture the spirit of spring league football

ARLINGTON, TEXAS – February 11, 2025 – The United Football League launched its new season-long promotional campaign – More of What You Love. It captures the spirit of the spring football league from the aspirations and drive of its players to the emotional connection fans have with football and everything that surrounds the nation’s favorite game.

“More of What You Love represents the intense passion for the game that we can’t get enough of,” said UFL Executive Vice President of Marketing & Team Operations **Brooke Campbell**. “The UFL is fueling football-

hungry communities by delivering more ways to access, experience, show your hometown pride, and enjoy the game we all love and crave year-round.”

More of What You Love focuses on this passion around the game. The campaign, developed under the league’s new Marketing & Content Leadership team and produced by BIG Creative and We Equals One, features the exciting action of UFL players on

the field and the unforgettable gameday experiences the league delivers to fans through its up-close access and high-energy entertainment.

This multi-tiered campaign combines a national campaign with a distinct team-specific approach that features local storytelling. It spotlights devoted fans and the special home game energy, which has become a trademark of the league and its eight teams. A cornerstone of each team campaign - which launches next week - is the hometown pride and fan culture that is highlighted in each spot.

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launches as the NFL season ends, reminding fans that football doesn’t stop as the new UFL season begins with games on

FOX and ESPN during UFL Kickoff Weekend March 28-30. The 10-week 2025 regular season schedule will be followed by two Conference Championship games on Sunday, June 8, and the UFL Championship Game on Saturday, June 14.

About the UFL

The United Football League (UFL) is the professional spring football league, born from the groundbreaking 2024 merger of the XFL and USFL. With the visionary backing of RedBird Capital Partners, FOX, Dany Garcia and Dwayne Johnson, the UFL is redefining the football land-

scape. Built on tradition and positioned to innovate and expand fan engagement and player opportunities, the league is poised for growth with its eight teams in key markets: Arlington (TX), Birmingham (AL), Detroit (MI), Houston (TX), San Antonio (TX), Memphis (TN), St. Louis (MO), and Washington D.C. The UFL is committed to pushing the boundaries of the game and delivering an elevated experience for players, fans, and partners alike.

Coach Mulrooney announces men’s soccer spring slate

MEMPHIS, Tenn., February 11, 2025 – Memphis men’s soccer head coach Richard Mulrooney announced the 2025 spring slate Tuesday afternoon.

The Tigers will play six total

contests during March and April, beginning with a March 1 match against Southwest Christian University. Three weeks later, Memphis plays Cumberland University on March 22, with a Memphis men’s soccer alumni

match on March 23. The final match of March will be on the 29th, when Memphis hosts Christian Brothers University.

In April, the Tigers will host two separate multi-game days. On April 5, Memphis will play the

University of Montevallo and Ouachita Baptist University, with the two visiting schools facing off after they face the Tigers. A week later, Memphis hosts Union University and Jones College on April 12 to finish the

spring 2025 season.

For complete information on Memphis Tigers Soccer, visit www.GoTigersGo.com and follow the team's social media channels on Twitter, Instagram and Facebook.

NSSF commends Veterans 2nd Amendment Protection Act ... from sports-Military 2

(NICS) because they are in need of a fiduciary, or someone to assist with their finances.

Needing a fiduciary is not a prohibiting factor to deny any individual the ability to legally purchase or possess a firearm. No one – much less a law-abiding veteran – should have their ability to lawfully acquire a firearm at retail – without Due Process.

This issue of veterans’ names being submitted to FBI NICS as prohibited individuals was sus-

pended in the FY 2024 MilCon/VA Appropriations bill and subsequent two continuing resolutions. However, that is a temporary fix that will expire on March 14, 2025.

This legislation, introduced both in the House and Senate, would resolve this bureaucratic oversight by protecting the Second Amendment rights of veterans who have served their nation to defend those rights for all.

Do You Know This About Black History?

Rust College in Holly Springs, Mississippi and Morgan State College in Baltimore, Maryland were founded by the Methodist Episcopal Church; and Fisk University in Nashville, Tennessee was founded by the American Missionary Association. All three were founded in 1866, making them among the oldest Historical Black Colleges and Universities (HBCUs).

On May 1, 1867, Howard University (Washington, D.C.) was chartered by Congress as one of the earliest institution of higher learning for African Americans.

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