



ELMORE COUNTY

ECONOMIC DEVELOPMENT AUTHORITY

FOR IMMEDIATE RELEASE

March 25, 2021

Elmore County and the City of Millbrook Host American Crappie Trail National Championship

ELMORE COUNTY – The Elmore County Economic Development Authority, Elmore County Commission, and the City of Millbrook are hosting the American Crappie Trail (ACT) National Championship on the Alabama River today through Saturday. Over one hundred of the nation’s top professional crappie anglers will compete in the major three day tournament with daily cuts creating extreme intensity leading up to crowning the ACT National Champion. A guaranteed minimum of \$100,000 in cash and prizes adds to the excitement.

Mayor Al Kelley of the City of Millbrook said, “We welcome these elite anglers to fish the Alabama River. I’m excited for these professionals to discover the remarkable crappie fishing in our backyard and experience true southern hospitality Millbrook has to offer. I wish everyone a safe and enjoyable trip to our great city.”

Elmore County Commissioner Bart Mercer District 4 Representative said, “We have anglers from 15 states participating in this event creating a tremendous opportunity for Elmore County. Paired with live and future tourism exposure, it is easy to see that this is a win-win scenario for ACT, the anglers, the City of Millbrook, and Elmore County. The return on investment from hosting such a prestigious tournament is significant.”

The river level and forecasted weather conditions will test the participants’ boating and angling skills. ECEDA has partnered with the Elmore County EMA and the National Weather Service to provide up to date weather and river conditions to ACT officials and anglers to ensure a safe tournament. Even with the forecasted conditions, large weights are expected at weigh-ins from these renowned competitors.

Anyone interested can attend the daily 3:00 pm weigh-ins which are being held at 3575 Main Street in Millbrook or watch live full tournament coverage on the American Crappie Trail Facebook page <https://www.facebook.com/americancrappietrail/>.

In addition to this week’s event, a minimum of two 30-minute TV shows specifically covering this tournament and Elmore County tourism will air nationally on the Pursuit Network in late 2021 or early 2022. Currently, there are a total of 18 airings scheduled.

For more information, please contact Cary Cox at (334) 524 – 0817 – cary.cox@elmoreeda.com.

pictures

Elmore County Where Business Meets Pleasure

194 FT TOULOUSE RD, SUITE C, WETUMPKA, AL 36092 (334) 514-5843