



XI. Press Releases

- A. Press releases describing the main event, the seminars, fly fishing, Coast Guard Auxiliary, CCA Silent Auction and membership campaign and KidStock were mailed to individual retail outlets in/near Orange, Volusia, Seminole and Brevard Counties.
- B. These releases were also mailed to six local and regional periodicals, three local television stations, four local radio stations, four local fly-fishing and four local offshore fishing clubs.
- C. In addition, each of our 30 sponsors, the New Smyrna Beach Chamber of Commerce, the New Smyrna Beach Visitors Bureau, the Florida Wildlife Commission (FWC) the Recreational Boaters and Fishing Foundation (RBFF – “*take me fishing*” campaign), 50 local artists and 50 local merchants received FishStock press releases.

For Immediate Release
Contact: Lianna Nielsen
407-571- 4622
Lianna.Nielsen@bonniercorp.com
<http://www.fishstock.com>



New Smyrna Beach Reels in FishStock for 2007

New Smyrna Beach, FL – Where can you sink your hook into a taste of old Florida with fishing as exciting and colorful as its history? Fishing enthusiasts on Florida’s East Coast know where, **FishStock**, the one-of-a-kind festival of fishing and fun that has turned into one of the largest fishing events of the year. FishStock returns to New Smyrna Beach, Florida, for the fifth consecutive year, taking place Memorial Day weekend 2007, May 24-27.

“FishStock was created in 2003 to let anglers and their families, as well as other lifestyle enthusiasts enjoy tournament fishing and landside offerings,” says Drew Townes, director of sales and marketing for FishStock. “Five years later that mission has grown thanks to our sponsors, but most of all thanks to the consumers who come out, take part in the saltwater activities and support FishStock.”

FishStock combines all the great elements of one of the nation’s top saltwater fishing tournaments with FishStock Village, the place to be for youth fishing seminars, a boat show, a saltwater fishing clinic and other special exhibits.

Riverside Park in New Smyrna Beach will host the event. The park provides ample room for FishStock’s on-land festivities, beginning Saturday and Sunday, May 26 & 27, at noon. The park sits on the Indian River, providing access to the two saltwater fishing tournaments that are the backbone of FishStock: the 31st annual New Smyrna/Daytona Beach Striker Offshore Tournament presented by Trophy Boats and the Fifth Annual New Smyrna Beach Redfish and Trout Challenge presented by *Sport Fishing* magazine.

While hard-core fishermen fish for big game on the water, those on land can join the area’s top professional guides, who will lead discussions on saltwater fishing techniques and share their knowledge through hands-on instruction. Live weigh-ins from the tournaments will wrap up the action-packed days. And of course, everyone is invited to dig in for a taste of great regional seafood provided by local restaurants.

Major sponsors of FishStock include *Sport Fishing* magazine. Other participating companies are Trophy Boats, Ranger Boats, Contender, Humminbird, Sailfish, Regulator, Edgewater, Carolina Skiff, Minnkota, Everglades, Hook & Tackle, MotorGuide, Shakespeare, G.Loomis, Scientific Angler and World Class Catamarans.

my favorite tournaments; however, it's great to see so many people enjoying the great fishery off Ponce Inlet's shores."

Riverside Park in New Smyrna Beach will again serve as the headquarters for the Striker. The Striker will take place over four days, May 24-27, beginning with a captain's meeting on May 24th. The tournament format allows experienced, novice, lady and junior anglers to compete and have a real chance at winning. The fishing takes place on the 25th and 26th, and the tournament ends with the final awards ceremony on the 27th.

Major sponsors of FishStock include *Sport Fishing* magazine. Other participating companies are Trophy Boats, Ranger Boats, Contender, Humminbird, Sailfish, Regulator, Edgewater, Carolina Skiff, Minnkota, Everglades, Hook & Tackle, MotorGuide, Shakespeare, G.Loomis, Scientific Angler and World Class Catamarans.

For more information on FishStock, visit www.fishstock.com, or contact tournament director Dan Jacobs by phone at 407-571-4680 or by e-mail at dan.jacobs@bonniercorp.com. For sales and marketing information, contact Drew Townes at 407-571-4730 or drew.townes@bonniercorp.com.

For Immediate Release

Contact: Lianna Nielsen

407-571-4622

Lianna.Nielsen@bonniercorp.com

Redfish-Trout Tournament Commemorates Fifth Birthday With a Return to New Smyrna Beach

New Smyrna Beach, FL – FishStock and the New Smyrna Beach Redfish-Trout Challenge return to New Smyrna Beach, Florida, for the fifth consecutive year. The festivities will be taking place Memorial Day weekend, May 24-27, 2007.

“Now in its fifth year, the Redfish-Trout Challenge has just grown enormously, and New Smyrna Beach is an ideal location for this Challenge,” said tournament director Dan Jacobs. “Mosquito Lagoon is a fisherman’s dream, where some of the best redfish and trout in the world are caught.” The Redfish-Trout Challenge also offers a unique new award category that gives more people a chance to win. It is called the “Most Spots Category,” where the person who catches the redfish with the most spots wins a prize.

Riverside Park in New Smyrna Beach will again serve as the headquarters for the family-friendly Redfish-Trout Challenge. Beginning with a captain’s meeting on May 25th, the Challenge will take place over three days, May 25-27. The tournament format allows experienced, novice, lady and junior anglers to compete and have a real chance at winning. The fishing takes place on the 26th and 27th, and the tournament ends with the final awards ceremony on the 27th.

Back at the dock in New Smyrna, large crowds gather at Riverside Park for the weigh-ins each afternoon to see what the anglers caught and cheer on their favorite teams. So if you are looking for a great Memorial Day weekend activity for you and your family go to www.FishStock.com and sign up for this year’s event.

The major sponsor of FishStock is *Sport Fishing* magazine. Other participating companies include Ranger Boats, Contender, Humminbird, Regulator, Sailfish, Carolina Skiff, Grady-White, Minnkota, MotorGuide, Shakespeare, G.Loomis, Scientific Angler, World Class Catamarans, Fountain, Everglades, Edgewater, Albemarle and many others.

For more information on the FishStock, visit www.fishstock.com, or contact tournament director Dan Jacobs by phone at 407-571-4680 or by e-mail at dan.jacobs@bonniercorp.com. For sales and marketing information, contact Drew Townes at 407-571-4730 or drew.townes@bonniercorp.com.

For Immediate Release
Contact: Lianna Nielsen
407-571-4622
Lianna.Nielsen@bonniercorp.com

Striker Tournament Celebrates 31st Birthday With a Return to New Smyrna Beach on Memorial Day Weekend

New Smyrna Beach, FL – For three decades the New Smyrna Beach/Daytona Beach Striking Fish Tournament has celebrated the best in big-game fishing over Memorial Day Weekend. This year marks the Striker's 31st birthday. This offshore fishing event, part of FishStock, is the largest out of Ponce Inlet each year and attracts teams from all over the East Coast and central Florida.

"It's quite a sight to see 100-plus boats throttle up all at once in search of tuna, wahoo, dolphin, kingfish and billfish. And for those who like to grouper and snapper fish, we have a special optional division," said tournament director Dan Jacobs. "I always enjoyed fishing the Striker, and I must admit that it is hard not to be competing in one of my favorite tournaments; however, it's great to see so many people enjoying the great fishery off Ponce Inlet's shores."

Riverside Park in New Smyrna Beach will again serve as the headquarters for the Striker. The Striker will take place over four days, May 24-27, beginning with a captain's meeting on May 24th. The tournament format allows experienced, novice, lady and junior anglers to compete and have a real chance at winning. The fishing takes place on the 25th and 26th, and the tournament ends with the final awards ceremony on the 27th.

Back at the dock in New Smyrna, large crowds gather at Riverside Park each afternoon at the weigh-ins to see what the anglers caught and cheer on their favorite teams. So if you're looking for a great Memorial Day weekend activity for you and your family, go to www.FishStock.com and sign up for this year's event.

The major sponsor of FishStock is *Sport Fishing* magazine. Other participating companies include Ranger Boats, Contender, Humminbird, Regulator, Sailfish, Carolina Skiff, Grady-White, Minnkota, MotorGuide, Shakespeare, G.Loomis, Scientific Angler, World Class Catamarans, Fountain, Everglades, Edgewater and Albemarle, along with many other fine companies.

For more information on FishStock, visit www.fishstock.com, or contact tournament director Dan Jacobs by phone at 407-571-4680 or by e-mail at dan.jacobs@bonniercorp.com. For sales and marketing information, contact Drew Townes at 407-571-4730 or drew.townes@bonniercorp.com.

Print This Page

FishStock 2007

May 25, 07 - May 27, 06

- **Fishing Tournaments . Boat Show . Kid's Activities . Fishing Seminars . Food . Music** -

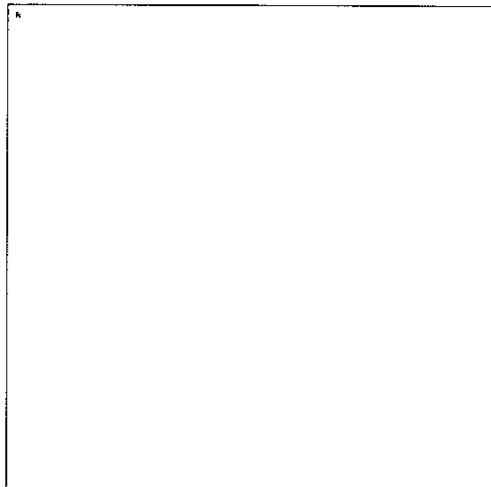
FishStock 2007 - Memorial Day Weekend!

Celebrating its fifth anniversary, FishStock returns to New Smyrna Beach this Memorial Day weekend at downtown Riverside Park, along the Intracoastal Waterway.

The event will feature two tournaments:

- 31st annual New Smyrna Beach/Daytona Striker
- 5th annual New Smyrna Beach Redfish-Trout Challenge

We invite the entire family to join us for landside exhibits, events and activities - fishing seminars, artists, food court, live blues music and local vendors.



For more information and a complete schedule of events, visit: www.fishstock.com

Found in Categories:
General

May 24, 2007

Thursday

FishStock for 2007

May 24-27

New Smyrna Beach ~ FishStock for 2007 ~ the one-of-a-kind festival of fishing and fun that has turned into one of the largest fishing events of the year. FishStock returns to New Smyrna Beach, Florida, for the fifth consecutive year, taking place Memorial Day weekend. More at 407-571-4622 or www.fishstock.com.

Posted by: Karen Smith

<http://www.coastalanglermagazine.com/calendar/index.php?month=5&year=2007>

<http://www.gocitykids.com/calendar/month.jsp?category=757&area=176&month=5>

Time: Sat & Sun 10am-5pm; See website for daily tournament schedule and Thu & Fri events.

Cost: Free **FishStock Fishing Festival**

FishStock is a one-of-a-kind festival of fishing focused on families that enjoy fishing. Event activities include youth fishing seminars, boat shows, saltwater fishing clinics, food, music, art, and fishing tournaments. Festivities take place at Riverside Park located at South Riverside Drive between Canal Street and the South Bridge in New Smyrna Beach. [407.571.4730; <http://www.fishstock.com>]

Ages: 5 and up
5/24/07-5/27/07



May 22 – 25, 2008

We hope you can join us in 2008 for another exciting FishStock!

For more information, please contact Drew Townes at (407) 571-4730 or
via email at drew.townes@bonniercorp.com