

FLORA-BAMA[®]

FISHING RODEO

MEDIA ALERT
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Pensacola, FL

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FAMILY FUN AT FLORA-BAMA'S 3RD ANNUAL FISHING RODEO, JUNE 10-12TH

Perdido Key, FL – After flinging fish at its Annual “Mullet Toss”, the Flora-Bama is inviting everyone back to “catch” some fish at its’ 3rd Annual Family Fun Fishing Rodeo, this June 10-12th, the second weekend after Memorial Day. Festivities will be just across the street from the 50 year-old iconic honky tonk, astride its two 5-star eateries, the Flora-Bama Yacht Club and newly refurbished Ole River Bar & Grill.

A boat is not required for this “everyman’s” tournament, which allows anglers to arrive by land or sea with their catch. Over \$100,000 in cash and prizes to be awarded three deep in both kids (under 13) and adults (13 and older) divisions in nearly 40 categories of fish, from croaker and speckled trout to snapper (legal this year). Registration only \$25 for kids and \$45 for adults with portion of proceeds to benefit Operation ReConnect, a non-profit geared to providing combat veterans well deserved family vacations to reconnect with their families once returning from deployment.

Guaranteed \$15,000 in total payouts in Speckled Trout Competitive and Raymarine King Mackerel divisions! Other cash competitive divisions include a Trash-Can-Slam (Lady Fish, Blue Fish, Gaff Top Sail), Junior Trash-Can-Slam, and Offshore Slam (Tuna, Dolphin, Swordfish, Wahoo).

Sponsor prizes include Diawa rods and reels outfit, Costa sunglasses, Lit coolers, Ocean Tamer bean bags, artwork from Yellowfin Galleries and Bufkin Air Designs, Tervis Tumblers, \$10,000 gift card to Saltaire Restoration, shotgun from TGD Firearms, electronics from Raymarine, Flora-Bama membership cards, Academy Sports kayaks, wine basket from Southern Napa, 6 month Beach Express Pass, gift cards from Mojo Sportswear Company, passes to the Gulf Shores Zoo, Waterville, and Gulf Bowl, swag from Jose Cuervo and Sweetwater Brewing Company along with many more!!

A new addition has been added to the Fishing Rodeo this year as well with our “WILD” Chef Throwdown Competition. Flora-Bama Yacht Club, in conjunction with Back Forty Brewery, NUISANCE Group and Sysco Gulf Coast will be hosting this as a qualifier for the World Food Championships June 9th – 12th. Fishing Rodeo spectators and participants will enjoy 4 days of serious chef competition using minimal ingredients, some fresh GULF seafood, and a few surprises! Competitions will be held Thursday, June 9th 2-4pm, Friday & Saturday, June 10-11th 1p-3p and finals on Sunday, June 12th 1p-3p. Each day, two winning chefs will receive a Golden Ticket to the World Food Championships, which will be held at the Wharf in Orange Beach, November 9-15th. The time crunch, mystery ingredients and celebrity judges will make this a fun and exciting addition to the Flora-Bama Fishing Rodeo.

Everyone is invited to a kick off party and captains meeting (required for competitive divisions), 6-9pm on Thursday, June 9th at Flora-Bama Yacht Club. Fishing Rodeo to officially begin at midnight, Friday am, June 10th. Weigh-in is between the Flora-Bama Ole River Bar & Grill and Flora-Bama Yacht Club 10am to 7pm on Friday and 12pm to 7pm on Saturday. Awards ceremony to follow on Sunday, June 12th at 3pm at the Flora-Bama Yacht Club.

Families and non-participants are invited to our dog-friendly beach to view the weigh-ins, watch the cooking competitions, grab a fish taco or some crawfish and listen to the sounds from the beach pavilion. Live music all weekend at both Ole River Bar and Yacht Club.

Tickets can be purchased online at www.florabamafishingrodeo.com, at the Flora-Bama Gift Shop, Academy Sports in Mobile, Foley & Pensacola, and Greer’s Market on Dauphin Island. Portion of proceeds to go to "Operation ReConnect", a non-profit geared to provide returning veterans and families a relaxing complimentary week long beach vacation to reconnect with their families. For more information on this non-profit organization you can go to www.operationreconnect.org

For more information, contact Jenifer Surface at jenifer@florabama.com or visit us at www.florabamafishingrodeo.com or on www.facebook.com/florabamafishingrodeo

About The Flora-Bama Fishing Rodeo, The Flora-Bama Fishing Rodeo is an annual fishing tournament held at Flora-Bama Yacht Club and Flora-Bama Ole River Bar & Grill. Coined the Gulf Coast's "Funnest" Fishing Tournament, this rodeo is fun for all ages. From kids to adults, there are more than 35 categories of fish, low entry fees and tons of prizes. With conservation at its core, Chef Chris Sherril brings light to ways to cook and eat all species caught with live grilling station on site. Fishing Rodeo focuses on bringing families together for a fun weekend of fishing on the Gulf Coast.