

REDFISH CUP ANGLERS TO REACH OUT WITH NET GAINS PROGRAM

Thursday, April 10, 2008 - Redfish Cup Staff



The Net Gains program pairs professional Redfish Cup anglers with local youth to learn about fishing, conservation and the environment.

The Oh Boy! Oberto Redfish Cup, the nation's premier saltwater fishing championship, announced the launch of their new, community-focused initiative to be held in each of the five stops of the 2008 season. Net Gains,

presented by ARC Dehooker, will allow local youth to learn from the best saltwater anglers in the world at a series of free fishing and conservation clinics taught by the Redfish Cup pros themselves.

"This is the sixth year of the Oh Boy! Oberto Redfish Cup, and as we have grown in exposure and popularity we have realized how important the communities we visit are to our success," said Steve Levi, general manager of fishing properties at Career Sports & Entertainment, the agency that owns the Redfish Cup.

"Our new local initiative, Net Gains, allows us to not only thank our current fans, but make many new ones. Raising the profile of the Cup on both a national and local level is one of our highest priorities, and this program allows our anglers to truly make an impact in the communities they visit."

The inaugural Net Gains event will kick off on April 24 in Punta Gorda, Fla. at the only permanent stop on the Oh Boy! Oberto Redfish Cup circuit. Local Scouts and all other area youth will be invited out to Laishley Park in picturesque Charlotte Harbor to learn the tips and tricks of the Redfish Cup pros while taking steps toward earning merit badges. The young fishing fans will learn everything from casting techniques to knot-tying to conservation principles as they move from station to station during the clinic.

At the end of the clinic, all youth will have the opportunity to have their picture taken with an Oh Boy! Oberto Redfish Cup pro, as well as take home a goodie bag to make their next fishing trip a memorable one. Photos will be available for viewing online at www.RedfishCup.com.

Now in its sixth season, the Oh Boy! Oberto Redfish Cup has become the nation's premier saltwater fishing championship. The event will visit five venues across Texas and the Southeast in 2008 and give away more than \$1 million in prize and contingency monies. Venues include Punta Gorda, Fla. April 25-27; Port Arthur, Texas

May 30-June 1; Chalmette, La. Aug. 15-17; and Pensacola, Fla. Sept. 26-28. Each event features a \$50,000 grand prize and over \$180,000 in total payout.

To attend Net Gains, RSVP to Melanie Jarrett at 770-955-1300.

Net Gains presented by ARC Dehooker

When: Thursday, April 24 from 4:30 – 6:30 p.m.

Where: Laishley Park

100 East Retta Esplanade

Punta Gorda, Fla. 33950

Who: Local youth (**free admission**)

For more information and upcoming announcements visit www.RedfishCup.com.

Career Sports and Entertainment
<http://www.redfishcup.com/>