

FOR IMMEDIATE RELEASE



## Columbia Sportswear Jacksonville Kayak Fishing Classic Announced For May 1-2, 2009

**JACKSONVILLE, FL – February 3, 2009** – JaxKayakFishing.com, Northeast Florida's online kayak fishing community, has again announced plans for the world's largest kayak fishing tournament to be held in Jacksonville, Florida on May 1-2. The 6th annual Jacksonville Kayak Fishing Classic promotes kayak fishing in Jacksonville with a fun conservation-oriented format and raises funds for children's programs at **Daniel Memorial** and the **Guy Harvey Ocean Foundation**. The **Columbia Sportswear Company**, the global leader in active outdoor apparel, is the title sponsor.

Officials expect that more than **300** kayak anglers will target Redfish, Trout, and Flounder in a catch-photo-release format with more than **\$75,000** in prizes and gifts. Last year's Classic had a world's largest attendance of **341** paddlers with more than **\$60,000** in prizes and gifts. The event raised over **\$28,000** for local children's and conservation charities.

The captain's meeting is scheduled for May 1 at Jacksonville's **Ramallah Club**. Check-in, awards ceremonies, and a banquet are set for May 2 at Jacksonville's **Ramallah Club**. The entry fee is \$60 and includes a captain's bag with a tournament tshirt featuring a **Helter Skeletons** design, rights to fish, entry into the raffles, and banquet. A special **VIP** entry for \$110 is also available that additionally includes a new technology custom-embroidered **Columbia** fishing shirt and a **Norton Brass Rattler Fish Grip**. Anglers will be launching and fishing at any inshore location within Duval, Nassau, and St. John's counties.

Trophies, kayaks, fishing gear and gift certificates will be awarded for first place through fourth place finishers in four open divisions and first place through third place in the fly fishing division. Divisions include: the redfish-trout-flounder slam, biggest redfish, biggest trout, biggest flounder, and the redfish-trout fly slam. There are also contingency prizes, awards for top Jr. Angler, top Lady Angler, top Sr. Angler, a Mystery Fish prize, a raffle for the Best Dang Tackle Box, and raffles that include more than \$20,000 worth of kayaks, equipment and tackle.

The event is co-sponsored by many of North Florida's finest kayak and fishing retailers, including Strike-Zone Fishing, Black Creek Outfitters, Gander Mountain, Dick's Sporting Goods, All Wet Sports, Black Fly Outfitters, and AquaEast. The world's leading fishing kayak and accessory manufacturers are also sponsors: Hobie Kayaks, Malibu Kayaks, Ocean Kayaks, Emotion Kayaks, FreedomHawk Kayaks, Native Watercraft, Cobra, Wilderness Systems Kayaks, and Accent Paddles.

Many prominent national tackle brands such as Costa Del Mar, XTools, Penn, Daiwa, Shimano, Guy Harvey, Tilley Hats, Berkley, Mirrolure, Fishbites, Slayer Lures, Lowrance and DOA Lures are also major supporters. The Outdoors Show, Florida Fishing Weekly, Florida Sportsman, Kayak Fisherman Magazine, Florida Sportfishing Magazine, Kayak Angler Magazine, Coastal Angler Magazine, Fishing Connection, Canoe&Kayak Magazine, Paddler Magazine, and Great Atlantic Outfitters are promoting and advertising the event.

Kayak fisherman can register online at [www.JacksonvilleKayakFishingClassic.com](http://www.JacksonvilleKayakFishingClassic.com) or can also pick up an entry form at Strike-Zone Fishing, Black Creek Outfitters, and Gander Mountain. More information, rules, and prize details are also available online.

Sponsors for the 2009 Jacksonville Kayak Fishing Classic include: Strike Zone Fishing, BlackCreek

Outfitters, Gander Mountain, Accent Paddles, Hobie Kayaks, Costa Del Mar, Malibu Kayaks, Emotion Kayaks, Advanced Elements, FreedomHawk Kayaks, Wilderness Systems Kayaks, Ocean Kayaks, Native Watercraft, Dick's Sporting Goods, Black Fly Outfitter, All Wet Sports, XTOOLS, Guy Harvey Ocean Foundation, Berkley, Costa Del Mar, Great Atlantic Outfitters, Slayer Lures, Thule, Bending Branches, Creative Feathers Studio, Florida Kayak Fishing, Outdoors Show, Florida Fishing Weekly, BullFrog, Mirrolure, Daiwa, DOA Lures, Calcutta, Crack of Dawn, MTI, Surf To Summit, Malone Auto Racks, Shimano, Lowrance, KayakFishingSupplies.Com, Kayak Amelia, Florida Sportsman, Kayak Fisherman Magazine, B&M Bait&Tackle, Talic, RAM, Polar Bear Coolers, Otter Box, Scotty Rod Holders, Key West Paddle Sports, Daiichi Hooks, Hook1, GearKeeper, Pier 17, Slayer Lures, Fishbites, ThermaCELL, Penn Fishing, Exude Mister Twister, Kayak Angler Magazine, Stohlquist, Fish-N-Drinks.Com, AquaEast, Bite-A-Bait, Wheeleez, White Shell Bait&Tackle, Arlington Bait&Tackle, EvergladesKayakFishing.Com, Extrasport, Carlisle, Ugly Braid, Tilley Hats, 3<sup>rd</sup> Grip CrateMate, Precision Pak, Spot Personal Locator, 321Fish.Com, Dri-Grip Sunscreen, Fisherman's Seafood & Bait, YakLife.Com, TTI-Blakemore Fishing Group, AT Paddles, Wang Anchors, Yak-Gear.Com, Skwoosh, R.L. Haines Roofing, Helter Skeletons, Polar Bear Coolers, Florida Sportfishing, Great Atlantic Outfitters.

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