



For Release

May 28, 2010

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Major Brands Join Forces for ICAST 2010 Promotion Florida Keys Fishing Trip & Tackle Package Offered As Grand Prize

Las Vegas, Nevada – July 2010. A fishing trip for two in Islamorada -- The Sport Fishing Capitol of the World -- is the grand prize offered in a promotion at the 2010 ICAST show, the world's largest fishing tackle industry presentation, held in the Las Vegas Convention Center, July 14–16, 2010. Several major sponsors are joining forces to produce this world class sport fishing experience, including Flying Fisherman Sunglasses, U.S. Reel, Flambeau Tackle Systems, Rapala, Storm, and Trigger-X Lures, and the world famous Cheeca Lodge & Spa Resort in Islamorada.

There's NO PURCHASE NECESSARY, and show attendees can enter to win at these participating sponsor's ICAST exhibits...Flying Fisherman booth #1846, Flambeau #626, and Rapala booth #231. The prize package valued at over \$3,500 includes:

Deluxe accommodations for 3 days and 2 nights at Cheeca Lodge & Spa in beautiful Islamorada, Florida Keys. www.cheeca.com

A full day fishing charter aboard "*Quit Yer Bitchin*" with Capt Randy Towe, specializing in fishing the back country of Florida Bay and Everglades National Park. www.quityerbitchin.com

Two U.S. Reel SX W-I-D-E Spinning reels and Two IM6 spinning rods with cork grip handles. www.usreel.com

Two Flambeau AZ8 Big Water Tackle Storage Systems to hold your tackle. www.flambeau.com

An impressive assortment of fishing lures from Rapala, Storm and TriggerX. www.rapala.com, www.stormlures.com, www.triggerx.com

Two pair of Flying Fisherman Master polarized eyewear from the Master Angler Collection, and assorted apparel. www.flyingfisherman.com

The drawing for the prize package will be held on the last day of the ICAST Show -- Friday, July 16th around 1:00 PM at the Flying Fisherman booth. The winner does not need to be present.

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