



marketing, advertising, public relations

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2010 SAILFISH OPEN DAY ONE RESULTS ARE IN

Clearwater, Fla. (January 8, 2010) – The 2010 Sailfish Open tournament kicked off with 86 total releases Friday as the weekend of fishing begins at the newly renovated Hawks Cay Resort located on the 60-acre private island of Duck Key, FL.

Day one of the Sailfish Open began with below average temperatures for this time of year in South Florida. The cold weather didn't stop the 29 registered teams from getting out early and releasing 86 sails. Ending the day on top overall with a total of six releases is team The Natural, in second with six releases is team The Office (Office Party), in third with five releases is team Sandman, in fourth with five releases is team Wet Dream and in fifth with five releases is team Get Lit.

The following teams ended day one coming in close with four releases include team Thompson National Properties, team Cracker, team Reel Tight and team Contagious. Day two, and the final day of fishing, will resume Saturday morning with lines in the water at 8am.

Designed for sailfishing at its finest, the second annual Sailfish Open has seen growth since last year and is expected to grow in the coming years. Last year anglers competed for a tournament purse of \$251,000 in winnings and with this year's Calcutta up to \$184,000 and \$75,000 in official prize money the teams are competing for a total purse of \$259,000. In addition to three days of world-class fishing, participants enjoy VIP parties offering gourmet cuisine, top-shelf open-bars, live entertainment and custom-made Iona Crystal trophy for the winners, all in an intimate dockside atmosphere.

NOTE TO EDITORS: For more information, or to schedule an interview or attend the event for media coverage please contact Brooke Gast, Hype Group Public Relations at 727.525.9738, or brooke@hypegroup.net.

About Executive Adventures

Executive Adventures is a full-service event management company based in Clearwater, FL. Founded in 2001, Executive Adventures has an extensive background in sports and entertainment marketing including work with Major League Baseball, NASCAR, the National Football League, NCAA, National Hockey League and American Idol. Executive Adventures works with each client to tailor an activation plan making certain expectations are met. Its highly trained staff attends to every detail of each event from the initial concept through the completion ensuring a memorable experience. Executive Adventures is widely known in the sport fishing industry for the success of the World Sailfish Championship and the Sailfish Cup held annually in Key West and Miami Beach, FL, respectively.