



NEWS

PALM BEACH COUNTY SPORTS COMMISSION

FOR IMMEDIATE RELEASE

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The Sailfish Open comes to Palm Beach County

WEST PALM BEACH, FL –The Palm Beach County Sports Commission is teaming up with the World Fishing Tour, LLC to bring the SailFish Open to Palm Beach County. The Sailfish Open previously held at Hawk’s Cay in Duck Key is an official leg of the Sailfish Pro Series. This event will be held February 1-3. This will be the fourth year for the highly acclaimed Sailfish Open slated to attract a fleet of 30-40 sportfishing teams of 7-8 people competing for cash prizes of \$25,000 per division and a one-of-a kind custom-made crystal trophy. Last year’s tournament awarded \$250,000 in prize money.

The three day tournament which is nationally televised on NBC Sports to 82 million households includes the following scheduled events;

- February 1-Registration 1pm-4pm, and kick-off party from 6pm-9pm
- February 2-Competition from 8am-4pm, followed by the Dock Party at 6pm
- February 3-Competition from 8am-2pm followed by an Awards Banquet from 6pm-10pm

The Sailfish Open will utilize various marinas throughout Palm Beach County, including the Sailfish Marina and Cannonsport Marina on Singer Island in Riviera Beach. This event is the third leg of a South Florida series, with tournaments in the Keys and Miami.

“Palm Beach has a long and illustrious history with the sport of sailfishing and that makes it an ideal location for this year's Sailfish Open. We are very excited about helping to rejuvenate interest in the sport while recognizing Palm Beach as a world class sailfishing destination”, says Christopher King, Chairman World Fishing Tour.

This first year event in Palm Beach County is projecting 1,500 room nights and an economic impact of over \$1.5 million dollars.

For more information regarding the Sailfish Open, please visit www.worldfishingtour.com or contact Sheri Richards at (404) 787-3210.

About Palm Beach County Sports Commission

The Palm Beach County Sports Commission is a private, not-for-profit organization contracted by Palm Beach County to promote and market the county as a sports and sports tourism destination. The Commission brings sporting events and activities to the county, enhances economic impact, stimulates bed tax revenues (primarily in the off-season) and maximizes utilization of county facilities. The Commission offers a full range of event service support, corporate partnerships, sponsorships and a local membership program that supports its goals. Local, regional, national and international marketing efforts are ongoing by the Commission with sports organizations and event owners. The Commission also produces sports-related programs for the residents of Palm Beach County including the Palm Beach County Sports Hall of Fame, the Lou Groza Collegiate Place-Kicker Award and the Kids Fitness Festival of the Palm Beaches. For more information on the Palm Beach County Sports Commission go to www.palmbeachsports.com.

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