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FOR IMMEDIATE RELEASE

St. Joe Land Company to Host the 2006 IFA Championship



MACON, GA. – The IFA Redfish Tour presented by Cabela’s has announced that the 2006 Championship will be held in Panama City, Florida, November 10-11, 2006. This years Championship will be hosted by The St. Joe Land Company and the event will take place at RiverCamps on Crooked Creek, a waterfront community under development by The St. Joe Company.

“We believe that RiverCamps on the Crooked Creek will be an ideal location for this year’s Tour Championship. Not only is it centrally located for competitors from all six of the divisions, but the fishing this time of year should be ideal,” stated Bart Schad, IFA Marketing. “Also, due to the fact that we did not run any IFA Redfish Tour events in the Florida Panhandle Region this season, it will not give one particular division of anglers a larger home water advantage over another division.”

RiverCamps on Crooked Creek is a property situated at the center of Florida’s Northwest in Bay County, just six miles from the Gulf of Mexico. Bill Wier, Vice President of RiverCamps at the St. Joe land Company was quoted as saying, “We are thrilled the IFA Redfish Tour will be holding their 2006 Championship at RiverCamps on Crooked Creek. RiverCamps was designed with the outdoorsmen in mind offering breathtaking views of marshes, creeks, savannas and the bay. RiverCamps also provides a boat ramp with access to the nearby Gulf of Mexico’s pristine beaches and abundant fishing. We think this will be a great opportunity to showcase all of the wonderful amenities RiverCamps has to offer.”



The IFA Redfish Tour 2006 Championship will be a no entry fee, two-day event with no off limits prior to the event. To qualify for the Championship teams must fish at least a minimum of three (3) events in any of the six (6) divisions. The first place prize will be a Ranger 169 Ghost with a 90HP, 4-stroke Yamaha outboard, Loadmaster trailer, Power Pole anchoring system, Minn Kota trolling motor and Humminbird electronics valued at approximately \$30,000.

The St. Joe Company, a publicly held company based in Jacksonville, is one of Florida’s largest real estate operating companies. It is engaged in town, resort, commercial and industrial development, land sales and commercial real estate services. JOE also has significant interests in timber. More information can be found at JOE.com | Keyword: RiverCamps or 866.FL.RIVER

IFA sponsors include Ranger Boats, Yamaha Outboards, Cabela’s, Minn Kota, Humminbird, Choice Hotels International, Image Graphics, Loadmaster, KeelShield, Power Pole, Solar Bat, Shimano, Powertex Group, *Florida Fishing Weekly*, Audubon Nature Institute and Careco Multimedia.

Now the strongest grass roots inshore tournament series dedicated to catch and release in competitive fishing, the IFA’s focus is centered on competition, recognition and education. For more information, please contact Bart Schad with Palmer Conrad Consulting by calling 870-431-8495 or e-mailing info@palmerconrad.com.