



IFA Redfish Tour Presented by Cabela's in Championship Form

Good news abounds at the 2007 IFA Redfish Tour Championship scheduled for this week, November 2-3, at Panama City, Fla., where approximately 120 teams have already pre-registered for the no-entry-fee grand finale and are competing for its approximately \$65,000 in cash and prizes.

For starters, the Redfish Tour Championship is being filmed and will serve as an anchor segment to the new 26-week IFA television series that will begin airing in January 2008 on FSN Florida, Fox Sports South and FSN Southwest. The network combination is expected to deliver more than 140,000 TV households and 360,000 viewers each week, according to the Nielsen-rated projections.

Additionally, new sponsor Pioneer Beef Jerky officially comes on board at the championship and will take on a prominent presence in the television series and the 2008 Redfish Tour tournament season. Pioneer is part of Jerky Snack Brands, a relatively new company but one founded by veterans of the meat snack industry, Jay E. Link and Robert George.

The Redfish Tour is the oldest and largest of all redfish tournament trails and its participation numbers have grown significantly over the last two seasons. The trail consists of six divisions - Florida East Coast, Florida West Coast, Georgia, South Carolina, Louisiana and Texas – and each holds three one-day tournaments “close to home” in their respective regions. Teams that fish in all three events qualify to compete in the two-day IFA Redfish Tour Championship.

It is those qualifiers who are competing this week in the Panama City event. The Captain's Meeting will take place at the host hotel, Edgewater Beach Resort, on Thursday, November 1st at 7 p.m. Take-offs and weigh-ins are at the RiverCamps on Crooked Creek facility, located approximately five miles north of Panama City Beach on Highway 388. Weigh-ins will begin at 3 p.m. on both tournament days, Friday and Saturday.

The first place prize is a Ranger 173 Ghost with a 115HP, 4-stroke Yamaha outboard, Ranger Trail trailer, Power Pole shallow water anchor, Minn Kota trolling motor & Humminbird electronics. An additional \$5,000 will go to the Overall Cabela's Team of the Year winners and several contingency dollars will be awarded as well. Prizes will be awarded through 25th place.

IFA Redfish Tour sponsors include Cabela's, Ranger Boats, Yamaha Outboards, Minn Kota, Humminbird, Pioneer Beef Jerky, Loadmaster, Sebile Lures, Jax Wraps, KeelShield, Power Pole, Solar Bat, Shimano, Powertex Group, *Florida Fishing Weekly*, Palmer Conrad Consulting, Audubon Nature Institute, Choice Hotels International and Careco Multimedia. Local sponsors include RiverCamps on Crooked Creek and Edgewater Beach Resort.

For more information about the IFA Redfish Tour tournaments, visit www.redfishtour.com or call (478) 788-8871.

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