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## Press Release Competitor Challenge

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For Immediate Release

### Marathon Man to Attempt Fishing Record to Support Military Families

**Excelsior, MN-** The Marathon Man, Jeff Kolodzinski, is going to attempt to break his own world record for most fish caught from shore in a 24 hour period. Jeff set the world record last year at Maynard's on Lake Minnetonka by landing 1680 fish in a day. He is fishing this year in order to raise awareness for the "Armed Forces Family Fishing Celebration". Jeff has fished for Team United States in International Shore Fishing Competitions and is honored to bring back the "Marathon Man" on July 31<sup>st</sup> this year. "I am honored to contribute my time and insane talent for these kids to have a day that celebrates fishing and honors their parents and the huge sacrifices they endure daily."

**THE MARATHON MAN IS CALLING YOU OUT!** As a person interested in supporting youth fishing, helping to raise awareness for this great cause, or just someone with competitive leanings toward the crazy, you are being invited to fish against Jeff Kolodzinski, The Marathon Man, for ONE HOUR. In order to enter this competition we are asking each competitor to raise \$500 to support Fishing For Life. Fishing will occur on Friday morning, July 31<sup>st</sup> beginning at 7:30. We have reserved one pontoon for media and expect a large media turnout for this awesome story. Of course you have the right to fish against Jeff for any hour of your choosing, perhaps in the long cold hours of night, when the bite is low and the voices in Jeff's head are louder and more distracting.....whatever advantage you can have to get bragging rights to say you outfished the World Record Holder, go for it (no explosives please). There will be opportunities for your company to display signage for photography purposes, live internet streaming for 24 hours, and other media presence as opportunities arise.

Fishing For Life is a non-profit organization dedicated to serving youth through various fishing programs. In 2008 we were selected by the National Parks and Recreation Association to serve as one of 30 "ANCHOR AGENCIES" in the U.S. dedicated to promote and engage youth in the fishing and boating activities. Fishing For Life operates three programs that serve this mission. The "Reel 'Em In Kids" program collects unwanted rods, reels and tackle and distributes them to underserved youth at lake events and community festivals throughout the year. Our "Fish Fair" is an indoor Winter Fishing Carnival for Kids. During Fish Fair youth make jigs and lures, tie fly's, learn about fish species, fishing techniques, habitats, equipment, and sportsmanship. This family event also provides youth exposure to some of the great clubs, organizations, and camps that offer kids fishing opportunities in the summer. We had over 1500 people attend Fish Fair this year, including over 100 Boy Scouts and Cub Scouts who earned rank advancements in fishing related Scout programs. Finally, the "Fish-A-Thon" is a philanthropically developed program to raise money for organizations serving urban youth. Youth fishing for other youth have collected over \$100,000 in four years for urban programs through Fish-A-Thon.

Resourcing Urban Communities for Neighborhood change!