



FOR IMMEDIATE RELEASE

Media Contact: Lisa Thornhill email: LThornhill@Cheeca.com 305.517.4512

For downloadable high res photos visit <https://app.box.com/s/2rbwv787xqn47aqbclhuv16enijegma>

Cheeca Lodge All American Backcountry Fishing Tournament to Salute War Heroes

Tournament inspired by 41st US President George Bush set for Nov. 16-18, 2017 to include war heroes in the competition with proceeds benefitting Florida Keys Fishing Guides in Need

ISLAMORADA, FL (August 15, 2017) – War Heroes will compete with world-class anglers at the [6th Annual Cheeca Lodge All American Backcountry Fishing Tournament](#), November 16-18, 2017 at Cheeca Lodge & Spa, Islamorada, FL. In honor of Veteran's Day, the event will host two war heroes to join the competition. The acclaimed event was inspired by 41st President George Bush, an avid Keys angler and a regular visitor to Cheeca. Proceeds benefit the locally based nonprofit Guides Trust Foundation (GTF) for Florida Keys guides in need.

“This is a great opportunity for these war heroes to join discerning anglers from across the country as they hunt for the most elusive game fish in the world,” said General Manager Bob LaCasse. “They have earned this chance to unwind and join the other anglers, while enjoying the fabulous fisheries of the Keys.”

All American anglers fish on a guided charter boat or their own boat with a licensed guide. They will compete for trophies and awards for releasing five different species of inshore fish: snook, redfish, bonefish, tarpon and permit. Individual and team trophies will be awarded for fly, general tackle/spinning/conventional and artificial lure divisions. Live bait is permitted in the general tackle division.

Social events will be held at the Cheeca Lodge & Spa, a sportsman paradise renowned for its barefoot elegance, with fishing departing from nearby World Wide Sportsman.

This first-class tournament will kick-off on Thursday, November 16, with a cocktail reception, rules meeting, patriotic banquet on the beach and auction. Tickets to attend the kickoff dinner and auction are available to the community with advance reservations.

Competitive fishing hours are from 7am to 3pm on Friday, November 17, and Saturday, November 18, 2017. The tournament culminates on Saturday, November 18, with an awards ceremony and banquet, where anglers can mingle with fishing celebrities such as world-famous fly angler, Stu Apte. Awards for Individual Grand Champion, Individual Runner-Up, Grand Champion Team, Runner-Up Grand Champion Team, Champions in the Fly, Artificial and General Tackle Divisions will be presented.

New for 2017 is a lower entry fee of \$1,500 per angler, offering two social events with dinner and beverages for four people, including the angler and a guest, and the guide and guest. Also included is a daily continental breakfast dockside at World Wide Sportsman, boxed lunches for anglers and guides and a gift bag per person. Visit www.cheeca.com/all-american or the All American Facebook page at <http://bit.ly/2vMqbhy> for more information.

Title Sponsors include Wells Fargo Bank's Hospitality Finance Group, Robert-James Sales, Inc., and Mayfly Outdoors which owns Abel Reels, Ross Reels and Charlton Reels. Partner sponsors include Costa, Fishpond, TrueFlies, Bluefin, Florida Keys Brewery, Executive Printers of Florida, Printing Plus, Linens & More, Keys Audio Party Rentals and more.

Cheeca will also host the 28th Annual Cheeca Lodge Presidential Sailfish Tournament January 26-28, 2018, the third leg of the Florida Keys Gold Cup Sailfish Championship. For information on all tournaments, visit www.cheeca.com/experience/fishing or call 305-517-4512.

#

About the Tournament

Cheeca's All American Backcountry Fishing Tournament boasts a rich history from the era of President George Bush. A regular visitor to Cheeca Lodge, President Bush helped co-found the annual George Bush Cheeca Lodge Bonefish Tournament held from 1994 to 2004. It was attended by a plethora of celebrities, including U.S. Army Four Star General Norman Schwartzkopf, tennis great Chris Evert, Olympic skier Andy Mill and former secretary of the treasury James Brady, among others. The tournament received local, regional and national publicity, including segments on The CBS Early Show and many other television shows. It was continued with the name All American to preserve the patriotic legacy. For more information on the tournament, please visit: cheeca.com/all-american, or call the resort at 305.517.4512.

About Cheeca Lodge & Spa

A cornerstone of the Islamorada community since 1946, Cheeca Lodge & Spa is set on a 27-acre private estate in the "Sportfishing Capital of the World." Cheeca boasts 214 guestrooms, oceanfront suites and bungalows designed in chic West Indies décor, and its signature feature is the classic 525 ft. wooden fishing pier. One of the most popular suites is the George Bush Presidential Suite filled with priceless photos and mementos that were donated by the former President. Cheeca guests can enjoy watersports activities and excursions, tennis and sports courts, a Jack Nicklaus-designed golf course, a Spa with 11 treatment rooms, a family and adults-only lap pool, poolside cabanas, an oceanfront tiki hut, Camp Cheeca for children, over 4,500 sq. ft. of event space, and three distinctive restaurants. For more information visit www.cheeca.com.

About Guides Trust Foundation

Cheeca supports the non-profit Guides Trust Foundation which provides student scholarships and assists Florida Keys fishing guides in times of crisis or injury. For more information or to donate, visit www.guidetrustfoundation.org.

Brief Release/Calendar information:

All American Backcountry Fishing Tournament Nov. 16-18, 2017

Cheeca Lodge & Spa 81801 Overseas Hwy, Islamorada, FL 33036

World-class backcountry fishing tournament at the Cheeca Lodge and Spa, Islamorada, Florida. 2 days of all-release fishing utilizing a professional guide on your own boat or charter. Awards for Fly, General Tackle (Spin/Conventional, live bait allowed) and Artificial divisions for snook, redfish, bonefish, tarpon and permit. Entry fee of \$1,500 per angler includes 2 social functions/meals/drinks, breakfasts and lunches for up to 4 people plus gift bags. War heroes will also compete in honor of Veterans Day. Proceeds benefit the Guides Trust Foundation to help Florida Keys guides in need.

www.cheeca.com/all-american

LThornhill@Cheeca.com

305-517-4512