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## FOR IMMEDIATE RELEASE

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### PRESS RELEASE

#### **South 40 Shootout Fishing Tournament Scheduled for April 30th**

**Waco, TX (February 28, 2011)** – The 3<sup>rd</sup> Annual South 40 Shootout Fishing Tournament, presented by Allen Samuels Dodge-Chrysler-Jeep-Ram, will be held April 30, 2011 at Lake Waco. The deadline for registering is 7:00 p.m. on April 29<sup>th</sup> and the first 100 teams registered will be accepted to participate. The proceeds raised from this event benefit the Heart O' Texas Fair & Rodeo Scholarship Fund.

“The Extraco Events Center has the perfect locale and venue to offer a superior bass tournament,” said Tyler Martin, South 40 Committeeman. “2010 was a great success and we look forward to the opportunity to continue contributing money to the scholarship fund with this event.”

The tournament begins April 29<sup>th</sup> at 5:00 a.m. at Lake Waco followed by the official weigh-in at the Extraco Coliseum. The entry fee is \$175.00 per 2-person team and includes the Big Bass Competition. The first place team is guaranteed \$5,000 in prize money. Flight numbers will be randomly drawn on April 29<sup>th</sup> at the mandatory meeting for all participants.

Registration forms and additional information are available at the Extraco Events Center or online at [www.south40shootout.com](http://www.south40shootout.com). Sponsorship opportunities are available for individuals and/or businesses who want to support the South 40 Shootout.

“The South 40 Shootout is a great event that raises funds for scholarships. The tournament provides an opportunity to promote the Extraco Events Center to new clientele as well as providing a positive economic impact on McLennan County,” said Wes Allison, President/CEO of the Extraco Events Center. “We anticipate the South 40 Shootout will continue to grow to be the top fishing tournament held on Lake Waco.”

The goal of the Extraco Events Center, home of the Heart O' Texas Fair & Rodeo, is to educate through entertainment and agricultural experiences as well as to become the center of entertainment in Central Texas. Held at the Extraco Events Center in Waco, TX, the Heart O' Texas Fair & Rodeo is held annually with over 220,000 in attendance in 2010. The 2011 Heart O' Texas Fair & Rodeo will be held October 7-15. For more information about the Extraco Events Center, visit [ExtracoEventsCenter.com](http://ExtracoEventsCenter.com).

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