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FOR IMMEDIATE RELEASE

PRESS RELEASE

SOUTH 40 SHOOTOUT FISHING TOURNAMENT SCHEDULED FOR MAY 12th

Waco, TX (February 15, 2012) – The 4th Annual South 40 Shootout Fishing Tournament, presented by Allen Samuels Dodge-Chrysler-Jeep-Ram, will be held May 12, 2012 at Lake Waco. The deadline for registering is 7:00 p.m. on May 11th 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. Overall, the Heart O' Texas Fair & Rodeo South 40 Committee has given over \$120,000 in scholarships.

“What started as a hometown tournament has evolved into a regional elite championship with generous sponsors, supportive volunteers, and the outstanding atmosphere of the Extraco Events Center coupled together to create a superior event that anglers are excited to participate in,” said Tyler Martin, Tournament Coordinator & Heart O' Texas Fair & Rodeo South 40 Committeeman. “We are looking forward to another great year as we continue to increase our contributions to the Heart O' Texas Fair & Rodeo Scholarship Fund.”

The tournament begins May 12th at 5:00 a.m. at Lake Waco followed by the official weigh-in in 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. The top 10 teams will receive a guaranteed payout as well as prize money for the first and second place Big Bass Competition winners and the Youth Big Bass Competition. Flight numbers will be randomly drawn on May 11th at the mandatory Angler's Draw Party, sponsored by Bonz Pipe & Steel, for all participants.

Registration forms and additional information are available at the Extraco Events Center or online at 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 as well as provide 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 203,000 in attendance in 2011. The 2012 Heart O' Texas Fair & Rodeo will be held October 4-13. For more information about the Extraco Events Center, visit ExtracoEventsCenter.com.

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