



**CONTACT**  
Melinda Moss  
254-776-1660  
[melinda@hotfair.com](mailto:melinda@hotfair.com)

**FOR IMMEDIATE RELEASE**

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**PRESS RELEASE**

**HEART O' TEXAS FAIR COMPLEX COMMITTEE  
HOSTS FIRST ANNUAL FISHING TOURNAMENT**

**Organized by the South 40 Committee to Raise Scholarship Funds**

**Waco, TX (April 14, 2009)** – The South 40 Committee of the Heart O' Texas Fair Complex is hosting the first annual South 40 Shootout bass fishing tournament on May 16, 2009. Proceeds from this fishing tournament will benefit the Heart O' Texas Fair & Rodeo Scholarship Fund.

The deadline to register for this fishing tournament is 8:00 p.m. on May 15<sup>th</sup>. The entry fee is \$150 per 2-person team plus an optional \$20 to enter the Big Bass competition; only 100 teams will be accepted to participate in the tournament which will take place on Lake Waco. There is a 100% payout with the first place team guaranteed \$5,000 in prize money.

Additionally, Alton Jones, 2008 Bass Masters Classic Champion will be the emcee for the weigh-in inside the Heart O' Texas Coliseum. Don't miss the chance to hear what he has to say about fishing in Central Texas. The official weigh-in will be conducted by Weigh-Master and the tournament director will be Bryan Carter with Academy Sports & Outdoors.

Sponsorship opportunities are still available – contact the Heart O' Texas Fair Complex at 254-776-1660 for sponsorship information. Additional information about the tournament and entry forms is available on our website at [www.hotfair.com](http://www.hotfair.com) or by calling 254-776-1660.

The goal of the Heart O' Texas Fair Complex is to educate through entertainment and agricultural experiences as well as to become the center of entertainment in Central Texas. Held at the Heart O' Texas Fair Complex in Waco, TX, the Heart O' Texas Fair & Rodeo is held annually with over 220,000 in attendance in 2008. The 2009 Heart O' Texas Fair & Rodeo will be October 9-17. For more information about the Heart O' Texas Fair Complex, visit [www.hotfair.com](http://www.hotfair.com).

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**Heart O' Texas Fair Complex • 4601 Bosque Blvd. • Waco, TX 76710**  
**254-776-1660 • Fax: 254-776-1667**  
[www.hotfair.com](http://www.hotfair.com)