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**FOR IMMEDIATE RELEASE**

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**PRESS RELEASE**

**HEART O' TEXAS FAIR & RODEO SOUTH 40 COMMITTEE  
HOSTS SECOND ANNUAL FISHING TOURNAMENT**

**Waco, Texas (February 26, 2010)** – The Heart O' Texas Fair & Rodeo South 40 Committee is hosting the second annual South 40 Shootout fishing tournament presented by Allen Samuels Dodge - Chrysler - Jeep in Waco, on April 3, 2010 at Lake Waco.

“The Heart O' Texas Fair Complex has the perfect combination of locale and venue to offer a superior bass tournament,” said Tyler Martin, South 40 Committee Treasurer. “2009 was a great success, especially for a new fundraiser bass tournament.”

The tournament begins April 3<sup>rd</sup> at 5 a.m. at Lake Waco followed by the official weigh-in at the Heart O' Texas Coliseum.

“We look forward to growing the event this year by offering more attractions at the weigh-in including Operation Game Thief trailer, TXPWD shooting simulator, tackle vendors and an ATV vendor,” said Martin.

The first 100 teams to register will be accepted to participate. The entry fee is \$175 per 2-person team. The first place team guaranteed \$5,000 in prize money. Registration forms are available at the Heart O' Texas Fair Complex or 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 proceeds raised from this event benefit the Heart O' Texas Fair Complex Scholarship Fund.

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

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 200,000 in attendance in 2009. The 2010 Heart O' Texas Fair & Rodeo will be October 8-16. For more information about the Heart O' Texas Fair Complex, visit [www.hotfair.com](http://www.hotfair.com).

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