

The Winnerweb Fishing Challenge



PRESS RELEASE

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**Launch of innovative new Bank Fly Fishing Competitions with Significant
Cash Prizes!**

The Competition

A spectacular new fly-fishing competition is being launched and sponsored by WinnerWeb and endorsed by Charles Jardine at the prestigious Spring Fly Fair this March.

There are to be 5 regional heats spread across England, Scotland and Wales, then 2 semi-finals and a Grand Final. The competitions will commence at the beginning of April and the final will be held in the middle of June.

A total cash prize fund of £10,000 will be provided by WinnerWeb and prizes of equipment. Each heat winner will receive a minimum prize of £300, the winners of the semis shall receive £1,000, and the winner of the Grand Final will receive £2,000. Prizes for 2nd and 3rd places and biggest fish will also be given at each competition.

Equipment manufacturers (to be announced) will be providing kit for each entrant regardless of success and shall sponsor other prizes. Charles Jardine is offering "A Day with Jardine" on a top UK water as well as a specially commissioned remarked print to successful anglers.

Commenting on the event Jardine said "I have reservations about competitions, everyone knows that: but this one is so different, so innovative that for once we are able

to create a level playing field, enabling a fair chance for all fishers. I will be on hand at all the events to help as much as I can and really look forward to being with anglers, that I know, will love the day – at its worse it will be a great day out at a premier fly fishery, some who have never opened their doors to this type of event. I am truly excited by this brand new approach to our sport".

Paul Abbott, MD of Winnerweb says, "We are really excited to be involved in this exciting new competition and we are delighted with the response that we have had from all sectors of the industry. We are going to make the WinnerWeb Challenge a regular feature of the UK fly-fishing scene. It really is going to be something special and as Charles says, we are going to make it a great day out and a great days fishing".

The venture is formally launched on the 31st of January. The WinnerWeb team will be in attendance at the Spring Fly-Fishing show at Newark during February.

Cost of entry to the heats will be priced at £35, but as a special offer and to support the event WinnerWeb will be running a special competition shortly at www.winnerweb.net where entry

into the competition could be won for just one pound per entry!

WinnerWeb and Jardine will also pledge a percentage of funds from this event to young people's angling initiatives.

WinnerWeb Ltd is an online competition provider and is proud to support such an exciting new venture in the UK's most important sporting genre. WinnerWeb offers online prizes and spot the ball competitions at www.winnerweb.net.

WinnerWeb also offers the chance to win once in a lifetime fishing trips to exotic locations for 2 weeks fishing in a luxury setting at www.winnerweb.net



Editors notes

Charles Jardine contacted with regard to this event via charles@charlesjardine.co.uk Winnerweb.net can be contacted in the first instance via Anne Haines at anne@winnerweb.net or on 0791 22 66 000