



Whyalla City Council

Media Release

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PRELIMINARY ANNOUNCEMENT

Nation's top snapper fishing comp. plans under way in Whyalla

It's official! The three-day, 21st Australian Snapper Championship will be held in Whyalla next Easter, April 6-8.

Although in the early planning stage, organisers can already announce that the 2012 event will see the top three cash prizes increased, a previously popular team's section re-introduced, and a new championship Face book page launched.

Co-ordinator for the Whyalla City Council organised event, Rebecca Lichtenberger, said the current priority was to finalise all sponsorship negotiations by October 31.

"Once sponsorship is completed the exact format and total number of prizes will be announced with on-line entries opening in early November and printed entry forms out by the end of the month," Ms Lichtenberger said.

Keen anglers, particularly visitors from throughout SA and interstate, now have more than six months to plan their trip and book accommodation.

The championship's official website – www.australiansnapper.com.au – is currently being updated ready to mark an official start to the 2012 national marketing campaign, which will target specific interstate fishing and boating media, while also focusing on recreational fishing clubs in SA, Victoria and NSW.

"We expect a great deal to be happening during the coming months. The best way for fishers and potential competitors to keep up-to-date and follow progress of the championship is to stay in touch with the website and Face book page. We'll certainly be doing our utmost to keep everyone well informed and looking forward to next Easter," Ms Lichtenberger said.

The 2011 championship saw around 650 anglers compete from SA, Victoria, NSW, WA, NT and Queensland. Local angler Denis Knowles took out the title with his 14.08kg Whyalla Big Red. Ashley Talbot, of the Adelaide seaside suburb of Semaphore Park, won with a 15.65kg snapper in 2009, and Andrew Hodges, from Wantirna, Victoria with a 14.06kg fish in 2007.

Special note to media: *This is the first of a schedule of media releases to be issued during the next six to seven months. We realise these items will not always fit your criteria for regular usage, so simply ask that if the attached or future releases are of interest to you and your market (or other areas within your organisation), that they be considered on their merits.*

Our media release distribution also includes other recipients who we believe may have a general interest in being updated on organisational progress of the championship.

Many thanks, Phill Stone.
