



PRESS RELEASE

2010 JAMES MADISON UNIVERSITY ROCKFISH SHOOTOUT RECAP
FOR IMMEDIATE RELEASE: December 7, 2010

Team “Aces In The Hole” (30’ Grady-White) wins 2nd Annual JMU Rockfish Shootout Fundraiser

VIRGINIA BEACH, VA: This past Saturday December 4, 2010 local alumni & friends of James Madison University gathered for the 2nd Annual JMU Rockfish Shootout. In conjunction with the Hampton Roads Duke Club, the local fundraising arm for James Madison University Athletics, Co-Chairman Hal Yuill & Jason Murphy raised \$5,250 of unrestricted contributions in support of student-athlete scholarships and the JMU athletic budget. “The event was first-class and a tremendous success....it sets a high bar for other Duke Club chapters...” David J. Biancamano - Director of JMU Athletics Development. Last year the inaugural tournament raised \$4,000.

Headquartered out of Chick’s Oyster Bar / Marina, the event featured 19 boats and over 125 anglers. The weekend event featured a catered captain’s meeting Friday night, a full day of fishing, dock-side weigh station party, awards banquet w/ fresh caught rockfish dinner & BBQ, and over 25 exciting silent auction items donated by JMU & local businesses including JMU athletics memorabilia & sporting event tickets, TV’s, mountain bikes, & custom JMU fishing rods. The model of the tournament was a proven winner for both the JMU Duke Club & the lucky anglers that braved the morning’s rough seas left with a combined \$3,730 in cash payouts out at the awards banquet!

OFFICIAL TOURNAMENT RESULTS

- 1st place – Team “Aces In The Hole” – Fish 1=39 lbs – Fish 2=37 lbs, TOTAL=76 lbs
2nd place – Team “Incentive” – Fish 1=43 lbs – Fish 2=32 lbs, TOTAL =75 lbs
3rd place – Team “Capt. Max King I - Affliction” - Fish 1=37 lbs – Fish 2=33 lbs, TOTAL=70 lbs

“Duke Dog Challenge” – Largest Rockfish (43 lbs) – Team “Incentive”
“50/30/20” Calcutta – 1st - “Aces In The Hole 2nd - “Incentive”, 3rd - “Capt. Max King I - Affliction”

Title Sponsor Norfolk Marine Company has already pledged next year’s sponsorship and several other sponsors have followed suit. The response of other local business owners & participants suggest next year’s tournament will only gain further momentum on participation and fundraising for the JMU Duke Club!

FOR MORE INFORMATION CONTACT:

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