



## FOR IMMEDIATE RELEASE

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### LOTS OF CASH, WINNERS AND FUN AT TROUTSTOCK EASTERN SIERRA 2007

Mammoth Lakes, CA - The 3rd Annual festival of all things trout held over Labor Day Weekend proved to be an overwhelming success, and fun for anglers of all ages and abilities. For four-days of fishing in the best lakes in Mono County, a total of \$33,400 in prizes was awarded to 68 anglers, including \$10,800 in cash, and \$6,000 donated to the Hot Creek Hatchery Foundation.

Troutstock Eastern Sierra is the premier fishing competition and festival of all things trout in Mono County. The 4-day event held over Labor Day Weekend included a Kids Fishing Pond, trout cooking and casting demonstrations, kids fishing games, outdoor movies, live entertainment by Citizen Joe, artists booths, a chance to win a million-dollars, over \$10,000 in guaranteed cash prizes and the 38th Annual Labor Day Festival of the Arts.

The major prize or "hook" during Troutstock Eastern Sierra 2007 was the chance for one lucky angler to walk away with \$1 Million-dollars, a Ford 350 Super Duty Truck, a VIP Stealth fishing boat with a Honda 90 hp motor from Lakeside Boat Sales, or a Mammoth Lakes luxury fishing vacation. Jeremy Snyder of Lancaster, CA was randomly selected from the 68 anglers who caught a tagged trout in the tournament. With much anticipation, suspense and a lengthy drum roll, Jeremy walked off the stage with the luxury fishing vacation to Mammoth Lakes valued at \$2,240.

Over the course of the three-day competition, 68 out of the 500 tagged Alpers trout were caught from 15 lakes in Mono County extending from Convict Lake to Bridgeport Reservoir. This is an unbelievable catch rate, since last year only 21 tagged trout were caught. Most of the fish were caught from both Mammoth and June Lakes. Prizes were awarded varying in value from \$200 to \$2,500 to all anglers who caught tagged trout. Additionally, all 685 registrants were entered into a draw to win one of 3 Mono County vacation packages valued between \$1,086 and \$2,550.

Jonathan Seflas of Simi Valley, CA, Dave Maines of Westminster, CA, Eli Carlstrom of Norwalk, CA, Diana Byrd of Westminster, CA and Danielle Jimenez age nine of San Dimas, CA, all walked away with \$1,000 just from catching a tagged trout. Marc Tjave of Wilkoma, CA went home with \$2,000 for having caught the most tagged trout.

Disabled Sports Eastern Sierra (DSES) hosted a t-shirt painting competition with the winner not only collecting \$300, but the opportunity to have their artwork illustrated on next year's official event t-shirt. Nine year old Allison Campbell from Santa Clarita, CA was chosen out of 30 entries and will now have her painted fish proudly displayed on select Troutstock Eastern Sierra 2008 official merchandise.

Sandra Di Domicio, Special Events Manager for the Town of Mammoth Lakes stated that her "Favorite event this year was KIDSTOCK." KIDSTOCK included a casting competition followed by a 1 in 100 chance to pull the winning rubber fish from a pool. All Troutstock registered kids 15 and under had a chance to win a \$25,000 college fund. In the end, there was no big cash winner; however, Anthony Brought II from Whitler, CA went home with \$500 towards his college fund and an enormous smile. "We had a greater emphasis on families and kids this year, and seeing Anthony, Danielle and Allison win money was a huge thrill," stated Di Domicio.

Besides KIDSTOCK and the \$30,000 in prizes, the Kids Fishing Pond was the big hit of the weekend. On Saturday and Sunday, this man-made pond in The Village at Mammoth played host to hundreds of kids and their parents who were learning to fish. Sponsored by Lip Ripperz, The Village at Mammoth, Performance Anglers and the Troutlifter, the Kids Fishing Pond held numerous Alpers trout and almost every young aspiring angler was guaranteed a catch.

Plans are already under way for a bigger and better Troutstock next year. Tentatively scheduled for Labor Day Weekend 2008, Troutstock will be back with more cash prizes and opportunities for families. Event proceeds will continue to benefit the Hot Creek Hatchery Foundation and their mission to support fish stocking programs in California - <http://hotcreekhatcheryfoundation.org>

Trout Stock Eastern Sierra 2007 was produced by the Town of Mammoth Lakes Special Events Department in partnership with the Mono County Tourism Commission, Mono County Fisheries Commission, Hot Creek Hatchery Foundation, the Mammoth Lakes Chamber of Commerce, the Mammoth Community Foundation, the June Lake Chamber of Commerce, the Lee Vining Chamber of Commerce, the Town of Bridgeport, the Bridgeport Chamber of Commerce and Bekley.

Tremendous assistance was also provided by Disabled Sports Eastern Sierra (DSES), Rocky Mountain Recreation Company, and the communities of June Lake, Lee Vining, Bridgeport and Condit Lake.

For detailed results of Trout Stock Eastern Sierra 2007, and for 2008 updates, please log onto: [www.troutstock.com](http://www.troutstock.com)

Trout Stock Eastern Sierra 2007 was produced under special use permit of the Inyo National Forest.