

FOR IMMEDIATE RELEASE



Columbia Sportswear To Sponsor 2009 Jacksonville Kayak Fishing Classic

JACKSONVILLE, FL – November 24, 2008 – JaxKayakFish.Com, the host of the world's largest kayak fishing tournament, is excited to announce the **Columbia Sportswear Company** as the title sponsor of the 2009 the Jacksonville Kayak Fishing Classic for the benefit of **DanielKids**. Columbia Sportswear is a global leader in the active outdoor apparel industry and will feature new technology fishing apparel at the Classic in May 2009.

The Classic has become well known for its hospitality, conservation, and charity focus while putting on the premier kayak fishing event in the world for the fourth year running. Over **300** anglers are expected to vie for over **\$60,000** in prizes while generating over **\$30,000** for **DanielKids**, Florida's oldest children's services agency.

Kayak fisherman can register online at www.JacksonvilleKayakFishingClassic.com or can also pick up entry forms at Strike-Zone Fishing, Black Creek Outfitters, Army Navy Outdoors, Gander Mountain, Dick's Sporting Goods, All Wet Sports, or B&M Bait and Tackle in Jacksonville, FL.

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