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Guy Harvey Camp Mack Teams with Bobby Lane, Power Pole and iAngler to Launch Hall of Fame Big Fish Tournament.

**FT. LAUDERDALE, Fla.** (April 23, 2019) - Camp Mack, a Guy Harvey Lodge along with Bass fishing pro Bobby Lane and JL Marine Systems, makers of the popular Power Pole shallow water anchoring system, announced today the launch of the Camp Mack Hall of Fame and Big Fish Tournament . The Big Fish Tournament will be a year-long competition with lines in at daybreak, Saturday May 4th.

The tournament is free to register using the popular iAngler fishing app and open to all anglers, regardless of age or sex. The format is a simple winner-take-all prize at the end of each year in the Bass Legends and Panfish divisions. Eligible species are largemouth bass, black crappie and bluegill. Division anglers with the heaviest fish at year end will receive a Power Pole shallow water anchors as a grand prize and be inducted into the Hall of Fame with their name added to a perpetual trophy donated by King Sailfish Mounts, on permanent display at the camp’s Outfitter Shop.

“I’ve fished pretty much every bass lake and river in America. I can tell you the Kissimmee Chain, here in the center of Florida, holds some of the biggest bass ever landed in our sport,” notes an animated Bobby Lane. A native of nearby Lakeland, Lane is one of only two anglers in the world who can claim to be a MLF World Champion and Bassmaster Elite Series champion. “We’ve teamed our Big Fish Tournament with the fishing app iAngler to qualify and record catches as they occur so everyone can follow the action all year round. And we’ve eliminated dockside weigh-in with the iAngler app, reducing stress on the bass stocks by quickly returning a catch to open water. Conservation and convenience, it’s a win-win all around.

In a first, the iAngler app and tournament officials teamed to create the Trash Fish division, with monthly prizes awarded for returning to the dock with garbage taken from the lake. The app will log photos of Trash Fish catches for the judges to consider, with the best Trash Fish angler also inducted into the Camp Mack Hall of Fame at tournament end.

Anglers submit a photo of their catch via the iAngler app. Fish can be caught at any time, even in other tournaments, and entries can be submitted at any time, on or off the water. Tournament boundaries include the Kissimmee Chain of Lakes watershed. Any potential world record catch brought safely to the dock for weigh in on the camp’s certified scale will be automatically submitted to the IGFA for world record verification.

“We’re proud to have created a product that helps anglers catch fish by keeping a boat in one place,” said J.L. Marine vice president Robert Shamblin, “We fish to catch, and look forward to awarding the Hall of Fame winner a Power Pole so they can go back to their secret spot, anchor up and keep on catching. That’s just what we do.”

Kevin DeNell, EVP and Chief Branding Officer of Guy Harvey Resorts added “we’ve teamed our Big Fish Tournament with iAngler to record and qualify catches as they occur so everyone can follow the action all year round easily keeping tabs on their fellow competitors. We’ve eliminated dockside weigh-in with the app, reducing stress on the bass stocks by quickly returning a catch to open water, and added a boat load of prizes for bragging rights. Convenience, conservation, and camaraderie; it’s a win-win all around.”

 For more details on the tournament, visit www.CampMackBigFish.com

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**About Guy Harvey Outpost Resorts:**

Guy Harvey Outpost is a collection of independently owned resorts, lodges and travel products that showcase unique destinations, cultures and experiences designed to stimulate guest appreciation of fragile eco-systems and awareness of local conservation challenges under the guidance of renowned marine artist, scientist and conservation advocate Dr. Guy Harvey. Outpost Signature Collection includes its newest addition, a 152 room resort opened February, 2018 on St. Augustine Beach. Expedition Collection is an ecosystem of lodging, outfitters and multi-day adventures in the Bahamas, Cayman Islands, Cuba, Mexico and Galapagos Islands. The company recently launched the Outpost Academy, a travelling fishing featuring local fishing pros offering tips and techniques for improved angling. Visit www.guyharveyoutpost.com for more information.

**About Camp Mack, a Guy Harvey Lodge, Marina and RV Resort:**

Located in Lake Wales on the Kissimmee River, connecting to both Lake Kissimmee and Lake Hatchineha, this legendary sportsman’s retreat was first noted on geological maps from 1836 as Tyson’s Camp, with its earliest operations some 100 years ago as a fishing retreat for Coca-Cola executives. In 2018 the resort became a member of the Guy Harvey Outpost Hospitality Collection, with a series of property upgrades completed or ongoing. The resort, with its 40 room lodge, marina slips, boat rentals/excursions and RV park, is a popular venue for rallies, social events and fishing tournaments, including serving as home of the Bobby Lane Cup, organized by Major League Fishing Champion and Bassmaster Elite Series pro angler Bobby Lane. The 5,900 acre Like Kissimmee State park, fronting on the lake, is located across from the resort entrance with some 20 miles of hiking and equestrian trails. Visit www.GuyHarveyCampMack.com for more information.

**About Bobby Lane, Professional Bass Angler:**

Bobby Lane is a professional angler who with his angler brother and bass pro, Chris, hails from one of the true first families of bass fishing. Born in Lakeland, Florida his earliest fishing skills were learned on Lake Kissimmee at the family fish camp. Today, his fishing resume includes six years as a FLW Tour angler, and more recently tours on the Bassmaster Elite and Major League Fishing tournament circuits. Lane notched two FLW tournament wins, and 24 top 10 finishes and $405,050 in career earnings before turning his attention to the Bassmaster Elite Series. Since 2008, he has appeared in ten Bassmaster Classics, never missing a final day cut; finishing in the top 10 three times. He is an Elite Series Champion, finishing in the top 10 thirty-one times taking home some $1,200,000 in winnings. In 2017 Lane joined Major League Fishing, winning the MLF World Championship that year, with now just shy of $2 million in career winnings. He resides in Lakeland, Florida with his wife Madeline, and their three children. When not fishing Lane likes to golf and play cards with friends and family.

**About JL Marine Systems, Inc.:**

JL Marine Systems, Inc. is the developer and manufacturer of the original Power-Pole® shallow water anchor – the industry’s leading shallow water anchoring system for bass boats, flats boats, bay boats, small skiffs and more. Since their introduction in 2000, Power-Pole anchors have been celebrated among professional and everyday anglers. JL Marine Systems offers a variety of Power-Pole anchor models, in addition to spikes, anchor accessories, apparel and gear. With a relentless focus on customer service, JL Marine Systems is revolutionizing the industry with the development of technology solutions for total boat control – completely changing the fishing experience at the push of a button. Proudly made in the USA at the JL Marine Systems headquarters in Tampa, Fla., Power-Pole products are available via over 3,500 dealers, retailers and boat manufacturers worldwide. .To learn more about Power-Pole products, visit www.power-pole.com.