

September media release

## *Florida Fly fishing EXPO*

Ramada Inn and Suites at Celebration, Orlando, Florida Oct. 22-23, 2010

**WHERE'S THE BEEF?** If you are of an age to remember this ad for Wendy's in the mid eighties you are just about ready to give fly fishing a shot. Other techniques are now boring or too expensive in this economy. Walk, Wade or paddle to the places where a fly fisher can enjoy this sport of finesse and light tackle.

Come to EXPO this fall and see what it's all about. For all who want a new hobby or brush up on that casting stroke, the show will enlighten you and teach you from the very basics to professional level techniques. Bring the kids and spouse all will be given a FREE one on one casting instruction. Just inquire at the reception desk.

Possibly Within a few miles of your home or in your own back yard lies a pastime of infinite enjoyment. Build your own rod, tie your own flies, master beginners and advanced casting and fishing techniques..... all will be demonstrated FREE by EXPO instructors.

The best part..... all classes and demonstrations are FREE and the cost is only 10 bucks for both days! Kids under 16 are free too. Special rates are secured from the hotel during EXPO as well. Spend a week and visit the local Disney attractions or an hour or so drive will get you to beaches on the east and west coast. Give the family a great experience in fly fishing. Go to [www.fff-florida.org](http://www.fff-florida.org) for all the details to preregister and book your rooms.

*Roger Maler*

*Media Coordinator*

<mailto:rmaler@tampabay.rr.com>