



Hickory Nut Gorge OLYMPIAD



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LAKE LURE TO HOST INAUGURAL FLY-FISHING MASTERS TOURNAMENT

LAKE LURE, N.C. (May 2-3, 2009): Lake Lure, named one of the ten most beautiful man-made lakes by *National Geographic Magazine*, is hosting its first annual fly-fishing tournament, the "Olympiad Fly-Fishing Masters," on May 2-3, 2009. On the first day of competition, anglers in both adult and youth divisions will be judged on distance and accuracy casting. The top ten adult division finishers will move onto day two where they will be judged on the combined length of three fish caught within a specific timeframe.

Cash prizes will be awarded to the first, second and third place winners along with gold, silver and bronze Olympiad medals. Consolation prizes will be given to the fourth and fifth place winners. Olympiad medals will also be awarded to winners in the youth division following the conclusion of day one.

What makes this tournament unique is its spectator-friendliness meaning family and friends should definitely tag along. Day one of the competition takes place at Morse Park Meadows in Lake Lure, which sits tucked away in the Hickory Nut Gorge valley just below Chimney Rock State Park. The Meadows nearly equal the size of a football field and include walking areas around the south end of the lake, playground equipment and ample parking. Pack a lunch and sit at a picnic table or walk across the street for a discounted meal at one of the tournament's many restaurant sponsors. If the wives and girlfriends get tired of waiting, they can drive one mile over to the Shops at Chimney Rock or receive a 20% off a spa treatment from The 1927 Lake Lure Inn & Spa. Several area lodging partners are also offering discounts to tournament participants. Top the weekend off with a field trip to Chimney Rock State Park and this fly-fishing tournament turns into a fun, affordable family vacation.

Unlike many fly-fishing tournaments held in secluded locations, family and friends can watch the fishing portion of this competition as it takes place along the Upper Rocky Broad River in Chimney Rock, N.C. This river parallels highway 64/74-A offering easy access and exceptional views of the fishermen.

The idea for the tournament came from host sponsor Michael Yelton, owner and operator of The Granddaddy Fly-Fishing Experience in Lake Lure and member of the North Carolina Fly-Fishing Team.

"I have competed in several tournaments and they are always in very remote locations," said Yelton. "While that's the true nature of fly-fishing, family and friends seldom attend because there's little to do and see. Lake Lure is a win-win on fishing, spectatorship and things to do for everyone."

Yelton pitched his tournament idea to the Hickory Nut Gorge Olympiad, an organization that produces a charitable sports festival every summer in Lake Lure. The Olympiad, looking to expand its repertoire of events throughout the year, embraced the idea of bringing the tournament under its umbrella.

For tournament rules and regulations or to register, go to www.granddaddyflyfishing.com or call 828-288-1221. The cost to enter before April 15 is \$50/adults or \$25/youth. After April 15th, the cost goes up to \$75/adult or \$55/youth.

About the Hickory Nut Gorge Olympiad

As a non-profit organization run entirely by volunteers, the Hickory Nut Gorge Olympiad coordinates an annual regional sports festival that brings people together in the spirit of friendly competition for the broader purpose of promoting health and wellness, charitable giving, regional tourism and economic development. Since 2005, the Olympiad has given back more than \$120,000 to charities. Save the date for the 2009 Olympiad sports festival scheduled for August 27-30 in Lake Lure, N.C. For more information, visit www.hickorynutolympiad.com.

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