

2009 Sailfish Cup Set To Kick Off South Florida Sailfish Season In Miami

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Nov. 12, 2009 - [PRLog](#) -- Contact
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2009 SAILFISH CUP SET TO KICK OFF SOUTH FLORIDA SAILFISH SEASON IN MIAMI

Clearwater, Fla. (November 12, 2009) – The 2009 Sailfish Cup tournament is scheduled to kick off the South Florida Sailfish Season as well as the 2010 Sailfish Pro Series on November 16th in Miami Beach, days prior to the final race of the NASCAR Sprint Cup Series scheduled at Homestead Miami Speedway on November 22nd.

Executive Adventures, event organizer, is also parent to one of the largest sailfish tournaments in the world, the World Sailfish Championship in Key West, FL. Designed for sport fishing and motorsports enthusiasts alike, the Sailfish Cup, now in its 3rd year, was formed by Executive Adventures to celebrate the final race of the NASCAR Sprint Cup Series while raising money to benefit several charities including The NASCAR Foundation and Speediatrics at Homestead Hospital. In addition to two days of world-class fishing, participants will enjoy VIP parties offering gourmet cuisine, top shelf open-bars and live entertainment.

Last year, the tournament trophy was renamed in honor of the late Bill France, Jr. The former NASCAR CEO and Hall of Famer's influence and vision brought NASCAR to the forefront of the national stage. Bill France, Jr.'s wife, Mrs. Betty Jane France, presented the inaugural Bill France Jr. Cup to the winning team at last year's Sailfish Cup.

"Bill loved fishing and he would love the fact that his name is associated with this event," Betty Jane France said. "The involvement of the NASCAR Foundation makes it even more worthwhile; Bill often combined fishing and business. The Sailfish Cup combines fishing and fundraising. It's a great concept and I know that everyone who participates will have a great time."

"We are extremely excited to kick off the South Florida Sailfish Season for a third year in Miami Beach", said Chris King, Chairman of Executive Adventures. "We have strategically positioned the event to coordinate with the final week of the NASCAR racing season in Homestead in order to make participation available for the NASCAR teams, team owners, drivers and NASCAR officials alongside our participating anglers."

Holding true to the title of "The Richest Tournament in Miami", the Gala, hosted by Mike Helton, President of NASCAR is an evening of remembrance, philanthropy and celebration. Charity auctions benefit The NASCAR Foundation and Speediatrics at Jungle Island. Tickets for the charity auction are still available, and will be sold to the public for \$500, and include a 5-course dinner and top-shelf cocktails; the charity

auction event will be held on Wednesday, November 18, 2009 at Miami's Jungle Island.

The public is invited to help support The NASCAR Foundation and Speediatrics through a fundraising event at host hotel, the Cleavelander, on Tuesday, November 17, 2009. Those who make a donation to The NASCAR Foundation that night will have a chance to win two tickets to the NASCAR Sprint Cup Series Ford 400 at Homestead-Miami Speedway on Sunday, November 22, 2009.

Last minute boat entries are accepted, and those interested should contact Laura L. Emmole, Tournament Coordinator, for further information. Emmole can be reached at 727.631.0072 or visit www.sailfishcup.com for tournament details.

NOTE TO EDITORS: For more information, or to schedule an interview or attend the event for media coverage please contact Brooke Gast, Hype Group Public Relations at 727.525.9738, or brooke@hypegroup.net.

About Executive Adventures

Executive Adventures is a full-service event management company based in Clearwater, FL. Founded in 2001, Executive Adventures has an extensive background in sports and entertainment marketing including work with Major League Baseball, NASCAR, the National Football League, NCAA, National Hockey League and American Idol. Executive Adventures works with each client to tailor an activation plan making certain expectations are met. Its highly trained staff attends to every detail of each event from the initial concept through the completion ensuring a memorable experience. Executive Adventures is widely known in the sport fishing industry for the success of the World Sailfish Championship and the Sailfish Cup held annually in Key West and Miami Beach, FL, respectively.

About The NASCAR Foundation

The National Association for Stock Car Auto Racing, Inc., (NASCAR) launched The NASCAR Foundation in January 2006. The Foundation is a 501(c) (3) non-profit entity that embodies the compassion of the NASCAR Family and its commitment to serving communities. The Foundation supports a wide range of charitable initiatives that reflect the core values of the entire NASCAR Family. The NASCAR Foundation will use strength of the sport and its people to make a difference in the lives of those who need it most. For more information on The NASCAR Foundation, please visit the website: www.nascar.com/foundation.

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