

## ***Hook the Cure REELS in a Whopping \$565,000 (USD)***

*Puerto Vallarta (Mexico) --- November 7, 2016 ---* It was a dream destination - a competition and a spectacular star-studded event, but its chief purpose was for a greater cause... a cause that garnered a bevy of support from people coast-to-coast and netted \$565,000 (USD) for the Cystic Fibrosis Foundation.

The Eleventh Annual Hook the Cure powered by IOTEC, held November 3-6, 2016 in the glow of the Mexican tropical paradise, was much more than a catch-and-release offshore event. Participants enjoyed one of the greatest fishing locales in world as well as first-class all-inclusive accommodations, gourmet meals, celebrity appearances, spa treatments, world-class golf and exciting nightlife. Glamour aside, all participants involved knew that there was a far greater purpose at hand.

"That's really the beauty of Hook the Cure," said Bob Huston, event co-chairperson along with Jeff Jennison. "Obviously, Puerto Vallarta is such a beautiful place and we're here to enjoy ourselves with the best of everything you could possibly imagine. But there is an underlying purpose, and that is to raise money for this worthy foundation. We did exactly that, and that's the most beautiful thing we all should take away from this incredible experience."

Hook the Cure, an official event of the Redbone Tournament Series, has raised \$5.3 million since its inception. This event could not be a success without the immeasurable worth of its mission and the many invaluable participants.

This year's event – sponsored by IOTEC, BJ's Restaurants, China Auto Group/The Kirby Family, Watson Land Company, The Huston Family, William Martin, Jr. Family, O'Connell Family Foundation Trust, Norm Wilson & Sons, Inc., Skipper & Duke's Offshore Fishing Series, The Hallagan Family, Hunter Landscape, Millie & Severson and American Airlines - kicked off with the *Welcome to Puerto Vallarta Fiesta* hosted by the Villa Premiere Hotel & Spa on Thursday, November 3rd. The welcoming event featured a diverse selection of food, south-of-the-border libations, games and traditional mariachi music.

Friday arrived, and a parade of boats departed from Charter Dreams at Marina Vallarta for the first day of fishing. It was capped off with a weigh-in party featuring Nashville recording artist, Lucas Hoge.

On Saturday, the anglers returned to the Marina for another day of fishing and golfers hit the links at Vista Vallarta Club de Golf, featuring signature courses developed by Jack Nicklaus and Tom Weiskopf, and offering some of the most breathtaking views of the Bay of Banderas.



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Later Saturday, after the anglers returned to the Villa Premiere Hotel and Spa, the results were tallied and the catch-and-release tournament winners were announced. The night was capped off with a silent and live auction, hosted by Matt Young, Rick Honeycutt and Orel Hershiser, which featured over 150 items from sports memorabilia, American Airlines vacation packages to stunning jewelry donated by Winston's Crown Jewelers in Newport Beach, California.

Overall champion was Harvey Beesen. Lenny Lakin and Dana Ruf captured the 'Most Released Billfish honors, while Craig Halverson and Luke Staubitz received accolades for the largest dorado. PVRPV provided the volunteers throughout the four-day charity event.

For additional information on the 2017 Hook the Cure powered by IOTEC, visit [www.hookthecure.com](http://www.hookthecure.com).

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