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Hook the Cure REELS in a Whopping \$450,000 (USD)

Puerto Vallarta (Mexico) --- November 5, 2017 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 \$450,000 (USD) for the Cystic Fibrosis Foundation. The Twelfth Annual Hook the Cure powered by IOTEC, held November 2-5, 2017 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 a 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 \$5.8 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., Hunter Landscape, Millie & Severson, Winston Jewelers and American Airlines* - kicked off with the Welcome to Puerto Vallarta Fiesta hosted by the Villa Premiere Hotel & Spa on Thursday, November 2nd. 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 artists, Lucas Hoge and Thomas Anderson Becker. 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. Saturday night's poolside auction, hosted by Robin Treadway, featured over 125 silent auction items and a dozen live auction items proudly furnished by American Airlines, Fairmont Hotels, Los Angeles Dodgers, Watson Land and many friends of the Cystic Fibrosis Foundation. PVRPV.com provided volunteers for the four-day events.

The Thirteenth Annual Hook the Cure powered by IOTEC will take place from November 8-11, 2018. Additional information available at www.hookthecure.com.