



Dear <<First Name>>,

## Rancho Jurupa Fishing Derby Recap

The fun began early on Saturday, January 21, 2012. The morning was cold, rainy, and gray, but there was actually more excitement in the air than rain. The fish were biting and eager anglers swarmed around Rancho Jurupa Park's lake to pick their ideal spots in time for the 7th Annual Trout Fishing Derby's 7:00 AM start.

An impressive 272 derby fanatics turned out to enjoy much excitement, stiff competition, and fantastic trout fishing. Prizes were awarded, which included fishing rods, reels, bait, and Visa gift cards for the top 3 competitors. The winning fish weighed in at 10.69 pounds! Wow! The second and third place fish both weighed in at over 7 pounds! Certainly, those prize-winning fish will make for some good eating, just as there was plenty of good eating on the day of the derby courtesy of Rancho Jurupa Park's very own Gopher Hole Camp Store and its terrific staff.

The derby was a great success thanks to our volunteers, staff members, and the fresh look of our newly redesigned flyer and derby t-shirts. The complete sell out of the Lakeview camping sites is a solid indicator of the derby's popularity and our marketing success. The camping packages — which included 2 Derby tickets, 2 Derby T-shirts, and an overnight stay at beautiful Rancho Jurupa Park — had great sales numbers as well. We're eager to see equal excitement and sales numbers for our upcoming fishing

derby at Lake Cahuilla.

View the Rancho Jurupa Trout Fishing Derby video here:

<http://youtu.be/myemVWOEINU>

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