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Contact: Stephen Sweeney
Mud Hole Custom Tackle
Phone: 866-790-7637 ext. 136
Email: ssweeney@mudhole.com
Website: www.MudHole.com

Mud Hole Custom Tackle Education Program & CCA Florida Partner for Multi-Year Scholarship Program

College Scholarship Funds Donated in Remembrance of Former Mud Hole Employee.

Oviedo, FL, March 9, 2023 – With the success of the inaugural CCA Youth Scholarship Program in 2022, the Mud Hole Custom Tackle Education Program and Coastal Conservation Association (CCA) Florida have announced a three-year partnership, bringing college funding opportunities to environmentally conscious high schoolers through the 2025/2026 school year. As in 2022, this year’s program offers \$11,000 in college sponsorships to Florida students that will compete in a five-day, immersive educational experience this June and then into the 2023/2024 school year.

“The impact of the CCA Youth Scholarship initiative last year was so positive that we wanted to continue our investment into the future of Florida high schoolers. It’s a great way to reach and reward deserving students and it aligns perfectly with our larger Education Program efforts, bringing custom rod building to schools and youth groups around the world” said Brook Oliva, Mud Hole Custom Tackle President. “In addition, the \$6,000 in scholarship awards we provide each year will be designated as the “Matt McGuffee College Scholarship Initiative,” in honor of beloved former employee, and Mud Hole family member, Matt McGuffee, who passed away in 2022.”

Florida high school sophomores and juniors can apply to the program through April 15. Ten students will be chosen to participate in June’s competition, with the top three students earning \$3,000, \$2,000 and \$1,000 in college scholarships. Winners of the Matt McGuffee College Scholarship Initiative funds will be chosen based on merit, attention, focus, creativity, speeches and more, during the five days of hands-on activities in June. Following the June program, all ten participants will then have the opportunity to compete for one \$5,000 Grand Scholarship by starting CCA programs in their own communities.

“Having a long-term partner like Mud Hole really helps us focus on the future and growth of the scholarship program and our overall conservation efforts” CCA Florida Youth Scholarship Director Amanda McLennan said. “Through this ongoing partnership, we will identify, develop and reward the conservation-focused leaders of tomorrow.”

Applications for The CCA Youth Scholarship Program presented by the Mud Hole Education Program are currently being accepted. For a program overview, FAQ, and instructions on how to apply, visit <https://ccaflorida.org/event/ysp>.

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About Mud Hole Custom Tackle

Mud Hole Custom Tackle, based in Oviedo, Florida, is the world's largest supplier of rod building & tackle crafting goods and instruction. From rod building and repairing, to fly tying and lure building, Mud Hole is the leading e-retailer and mail order supplier to hobbyists, small manufacturers, and large OEMs, worldwide. Offering a superior shopping experience at mudhole.com, rapid delivery, stellar customer service, and world class online content and instruction, Mud Hole Custom Tackle is the trusted source for the rod building and tackle crafting community.

About CCA Florida

The Coastal Conservation Association (CCA) was founded in 1977 after drastic commercial overfishing along the Texas coast decimated redfish and speckled trout populations. One of 19 state chapters, CCA Florida became the fifth state chapter in 1985. A 501(c)3 non-profit, the purpose of CCA is to advise and educate the public on conservation of marine resources. Through habitat restoration projects, water quality initiatives and fisheries advocacy, CCA Florida works with its over 18,000 members including recreational anglers and outdoor enthusiasts to conserve and enhance marine resources and coastal environments. Join the conversation on Facebook or learn more at ccaflorida.org