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## **Volunteers Help Improve Precious Florida Marine Habitat**

*Mud Hole, CCA Florida, & UCF Join Forces to Support Oyster Reef Restoration*

**Orlando, FL, January 26, 2023** –Kicking off 2023 in a positive way, Mud Hole Custom Tackle again partnered with Coastal Conservation Association (CCA) Florida, along with the University of Central Florida Biology Field Research Center, to build 370 oyster rings which will be used to restore damaged oyster reefs in the Indian River Lagoon. Volunteers from almost every Mud Hole department joined with CCA Florida volunteers and a group of environmentally conscious UCF students for a day of hard work and high satisfaction.

“It’s always a pleasure to bring our Mud Hole team together for such a worthwhile effort” said Brook Oliva, Mud Hole Custom Tackle President and UCF alumnus. “So many of our team members regularly enjoy fishing the Indian River Lagoon, so recruiting a group of dedicated volunteers to get their hands dirty and help CCA on this project was easy.”

The group of over 50 volunteers created 370 oyster rings which are made of hemp burlap and quick-drying cement - one of the most environmentally friendly methods of supporting habitat restoration. In just a two-year period, each oyster ring will produce an average of 160 oysters that will provide crucial filtration and have a direct impact to water quality in the Indian River Lagoon.

“Today was an exciting day for our oyster restoration efforts and we are always pleased to have the support of Mud Hole on these projects” Greg Harrison, CCA Florida Habitat Committee Chairman said. “Today was a ton of work, but thanks to the efforts of the hard-working Mud Hole volunteers and amazing scientific leadership of UCF’s Dr. Linda Walters, those 370 oyster rings will provide habitat for almost 60,000 oysters over the next two years.”

In the next phase of the program, the cured oyster rings will be strategically deployed in the Indian River Lagoon by volunteer groups to begin the process of reestablishing oyster populations. For more information on this weekend’s oyster restoration efforts, go to: <https://mudhole.com/blogs/news/cca-oyster-ring-restoration>.

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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](http://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](http://ccaflorida.org).