



FOR IMMEDIATE RELEASE

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

Mud Hole and CCA Florida Announce Scholarship Grand Prize Winner

2023/2024 Participants Prepare to Compete in Program's Second Installment

Oviedo, FL, May 9, 2023 – Pompano Beach High School's Lorelei Bennett has been named the Grand Prize Winner of the inaugural CCA Florida Youth Scholarship Program presented by the Mud Hole Education Program. As the Grand Prize winner, Lorelei adds \$5,000 in college scholarship funding to the \$3,000 she earned in 2022 for taking first place in last June's five-day immersive competition. After last year's program, the participating students were challenged with going back to their local communities to create and implement conservation-focused programs. Lorelei stood out among her peers, engaging in a series of education initiatives throughout Broward County, from grammar school presentations and junior angler event leadership to Hurricane Ian relief and podcast appearances.

"Lorelei Bennett was certainly a stand-out participant when CCA and Mud Hole kicked off the program last June," said Anthony Youmans, Mud Hole Custom Tackle Education Program Director. "It was no surprise that she took home the Grand Prize. The Mud Hole Education Program is proud to bring opportunities like the CCA Youth Scholarship Program to future environmental leaders like Lorelei."

CCA Florida and Mud Hole are now preparing for the 2023/2024 scholarship program and bringing another week of friendly, environmentally focused competition next month. Many students applied, but only 10 were selected to compete for \$6,000 in scholarship funds through the Matt McGuffee College Scholarship Initiative, Mud Hole's financial contribution to CCA Youth Scholarship Program's coffers. The 10 competing students are: Samuel Bernbaum, Maitland; Trent BURGREN, Melbourne Beach; Alexander Craighead, Clermont; Brody Hall, St. Augustine; Emma Hoelle, Sarasota; Hayden Koehler, Naples; Richard LaValle, Palm City; Wyatt Pippin, Grand Island; Carson Smith, Panama City; and Matthew Smith, Lehigh Acres.

"With the announcement of Lorelei's Grand Scholarship and this year's program participants, I'm excited to see the Youth Scholarship Program come full circle," CCA Florida Youth Scholarship Program Director, Amanda McLennan said. "We obviously wanted to see the program take root and grow, and with the Mud Hole Education Program's long-term partnership, our ability to cultivate future conservation leaders is on an amazing path."

The Mud Hole Education Program and the CCA Youth Scholarship Program entered into a three-year commitment this past March, ensuring the program's success through the 2025/2026 school

year. For more information about the program, Lorelei Bennett's winning initiatives, and the 2023/2024 competition and participants, visit: <https://mudhole.com/blogs/news/mud-hole-cca-scholarship-grand-prize>.

###

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