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Over 15,000 Juvenile Redfish Released into Indian River Lagoon

CCA Florida and Mud Hole Partnership Helps Revitalize Redfish Population

Cocoa Beach, FL, November 17, 2022 – In its continued dedication to support the health of local fisheries and ecosystems, Mud Hole Custom Tackle, again, joined Coastal Conservation Association (CCA) Florida and the Duke Energy Mariculture Center for the release of over 15,000 redfish at Ramp Road Park as part of the East Coast Redfish Restocking Initiative: “Release the East.” Last week’s release was the culmination of years of planning and activities, all in an effort to reestablish and grow the redfish population in Florida’s Indian River Lagoon.

“The Indian River is such an important ecosystem to the east coast of Florida, and we are proud to work with CCA Florida to help with its preservation” said Brook Oliva, Mud Hole Custom Tackle President. “It’s been amazing to work with Brian and the whole CCA team over the past two years on this program. From catching the broodstock to today’s release of thousands of redfish, it’s been a rewarding effort for the Mud Hole Custom Tackle team.”

Release the East is an extension of CCA Florida and the Duke Energy Mariculture Center’s successful West Coast redfish restocking program, an initiative focused on revitalizing the declining redfish populations along Florida’s East Coast. Friday’s release of more than 15,000 juvenile fish in the Indian River Lagoon was just the beginning, as at least 100,000 redfish are planned to be released throughout the month.

“Partnering with Mud Hole Custom Tackle really helped move the Release the East effort forward, with financial support and hands-on volunteerism,” CCA Florida Executive Director Brian Gorski said. “It was only fitting to have Brook personally release the first group of redfish on Friday. We look forward to continuing our partnership with Mud Hole and establishing a thriving redfish population on Florida’s East Coast.”

From the Release the East initiative, oyster and clam bed restoration efforts and the CCA Florida Youth Scholarship Program (introduced in 2022), the Mud Hole Custom Tackle and CCA Florida partnership continues to focus on ensuring the health and preservation of local fisheries and marine habitats for future generations. For more information about Mud Hole’s participation in the Release the East program, go to: <https://mudhole.com/blogs/news/cca-mud-hole-launch-release-east>.

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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.