



FOR IMMEDIATE RELEASE: 04/25/18

America's Heroes Enjoying Recreation Outdoors [AHERO]  
Info@AHEROusa.com

**April 25, 2018 (Gulf Breeze, Fla.)** - AHERO, an all volunteer-run 501.c 3 charity benefitting wounded and injured military Veterans and active-service members, announces its second annual Fishing4AHERO Memorial Day Weekend fishing rodeo to be held May 27 and 28, 2018, at Shoreline Park in Gulf Breeze, Fla. Open to the inshore and offshore fishing and the diving public, participants with pledge-per-pound sponsors register in adult (13 and over) or children's (12 and under) categories to compete for "biggest fish" prizes and Fishing4AHERO's Grand Prize for the most amount raised for our Veterans.

Species to catch range from bluefish to flounder to Lionfish and more, with mingo snapper replacing red snapper, which was limited to a shorter season this year to avoid overfishing.

As it did last year, Fishing4AHERO gins up the competition for top-dollar pledges and porker-sized catches with its extraordinary Grand Prize: passage for two aboard the magnificent 68-ft Viking fishing yacht, the Breathe Easy, when it sets sail this coming August as part of AHERO's Seventh Annual Warrior Hook-Up event. Once aboard, winners will have the chance to fish alongside some truly heroic Veterans. (Don't worry, kids. Last year's Grand Prize winner was nine-year-old Sydney Flemming!)

But all who participate in AHERO's Memorial Day Weekend fishing rodeo are winners in the eyes of the brave Veterans and service members their efforts will help. AHERO's mission is to counter the alarming increase of suicides among this group by providing as many at-risk warriors as it can with outdoor activities and experiences that help them get back to enjoying and valuing their lives.

An additional component of the Fishing4AHERO event this year will be AHERO's inaugural Spearo4AHERO funds-and-awareness-raising call to arms in collaboration with the non-profit Coastal Watch Alliance environmental organization. The enemy they'll take on: the non-native, brutally invasive Lionfish currently devastating our Gulf Coast waters. This otherwise indiscriminate predator of our marine life refuses the lure of hook and bait and has few natural predators of its own. A volunteer army of spearfishing divers is needed to defeat this tasty but venomous and viciously determined invader. Warriors themselves, their spearfishing weapons, too, can help protect America's beauty and resources.

Following close on the Florida/Alabama Lionfish Removal and Awareness Day festival and Lionfish World Championship tournament of May 19 & 20, AHERO's Memorial Day Weekend Spearo4AHERO participants can launch from any Pensacola-area coastline location. The same Grand Prize described above will be based on the total pounds of Lionfish killed, with all Spearo4AHERO warriors appreciated for advancing two worthy goals: eradication of an enemy from our waters and, with the donations they raise, expanding AHERO's mission to help our wounded military heroes work their way back into life.

#### **ABOUT AHERO**

AHERO's mission is to serve as many wounded/injured Veterans as possible by offering opportunities to heal. This involves providing time for fellow Veterans and concerned citizens to interact. AHERO welcomes Veterans and others into our community of individuals willing to donate their time, recreational equipment, and natural and financial resources to support our various events. It is the generosity and involvement of such supporters that empowers AHERO activities. In addition, these participants enable our network of trauma-and-combat-experienced Veterans to provide help, raise awareness and reach out to others through [www.AHEROusa.com](http://www.AHEROusa.com).