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PRESS RELEASE

FOR IMMEDIATE RELEASE

AUSTRALIA'S BIGGEST, TRULY NATIONAL FISHING COMPETITION IS ON AGAIN SUNDAY, 11th APRIL, 2010

Once again Pirtek are hosting Australia's biggest national fishing competition and it is open to everyone in each State and Territory across the country.

The aim of the Fishing Challenge is to raise much needed funds and awareness for the Prostate Cancer Foundation of Australia. Stephen Dutton, General Manager of Pirtek Fluid Systems Pty Ltd, commented, "Following on from the success of last year's Challenge, we are excited to be again hosting this event and supporting the Prostate Cancer Foundation of Australia. 2010 is a landmark year for Pirtek celebrating 30 years since the company's inception.

Fight a fish to fight prostate cancer is our catch-cry for this year's competition. Sunday, 11th April 2010 is about getting out with your family and friends and wetting a line. Myself and everyone at Pirtek wish all competitors the best of luck."

PIRTEK WELCOMES BACK EVINRUDE, LOWRANCE AND BERKLEY

In this tough economic climate we are delighted to yet again have the support of associate sponsors Evinrude, Lowrance and Berkley, names synonymous with the highest quality boating and fishing equipment.

Every State and Territory will win BIG CASH and terrific prizes. Pirtek together with Evinrude, Lowrance and Berkley have amassed a massive prize pool in excess of \$100,000. Each winning target species is worth \$4,000 cash with great prize packs for second, third and junior anglers. In 2010 we will see the addition of extra target species giving competitors even more opportunity to win.

NISSAN /LG MAJOR PRIZE DRAW

This year, thanks to Nissan and LG Electronics, we have a fabulous major prize draw and everyone can be a winner just by entering.

Nissan have kindly donated the ultimate 5 night winter getaway to Hotham Alpine Resort for 2 people, including return flights, transfers, lift passes, ski and boot hire. LG Electronics have also come on board with a 50" HD plasma television and home theatre system.

JVC CLUB CHALLENGE

To further bolster participation and community spirit, JVC will be hosting the JVC Club Challenge.

The club which enters the largest number of paid registrations in its State will win a JVC camcorder. There are eight to give away – one each for Victoria, Tasmania, Queensland, South Australia, Western Australia, Northern Territory and two for New South Wales/ACT.

Taking part in the JVC Club Challenge is easy. Simply ask the members of your Fishing Club to provide the full name of your Club in the space provided when registering for the Challenge and your club is on its way to winning a great prize.

We hope to encourage some friendly rivalry between fishing clubs, or perhaps run a BBQ or combined outing.



The competition will be held on Sunday, 11th April, 2010 between the hours of 6.00am and 6.00pm. Each State's target species will be revealed after 6.00pm on Saturday, 10th April, 2010 via the website www.pirtekfishingchallenge.com.au.

To register for the competition simply log on to www.pirtekfishingchallenge.com.au, read the rules and pay a registration fee of \$20.00. Entrants will be sent a Pirtek Fishing Challenge cap and brag mat. ***The registration fee is contributing to the goal of raising much needed funds and awareness for the Prostate Cancer Foundation of Australia.***

All competitors need to do is catch their State's target species, photograph the fish on the Pirtek brag mat along with their registered angler number and send the photo into www.pirtekfishingchallenge.com.au. The idea is to catch, measure, photograph and let your fish go.

In 2010 we will have a fresh water species for New South Wales and Queensland.

Pirtek Brand Champion, Michael Guest, who is the keenest of fishermen commented, "Fishing is a huge part of my life and after seeing such a tremendous response to last year's Challenge I'm looking forward to an even greater result in 2010."

"We all love to get out and go fishing. To be able to raise a few dollars for a fantastic cause and have the chance of winning some great cash and prizes is a no-brainer."

The winners and runners-up for each State and Territory will be posted on the website on Saturday, 17th April, 2010.

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For more information contact:

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