



Big fish, big bucks

TOURISTS are being wooed back to the Murrindindi and Mitchell regions for a big fishing competition to be held this October.

Keen anglers have the chance to win up to \$50,000 in a 16-day fishing competition with four fish tagged with a \$50,000 prize.

Organised by the Murrindindi Mitchell Bushfire Tourism Recovery Group (MMBTRG), the BIGFISH competition will see two tagged fish worth \$50,000 each being released into the Goulburn River to be caught between Saturday, October 2, and Saturday, October 9.

Another two tagged fish will be released in Lake Eildon (excluding the pondage) to

be caught between Sunday, October 10, and Sunday, October 17.

The BIGFISH campaign will be supported by a national public relations and advertising campaign with Channel 7's Geoff Cox, of *Coxy's Big Break*, as the official BIGFISH National Ambassador.

The competition focuses on fresh water fish with anglers able to cast a line in both the river and lake for a chance to win.

The MMBTRG is encouraging safe and legal fishing behaviour throughout the competition and the state fishing regulations apply, with the aim of the fishing competition to encourage visitors back to the region and promote safe and proper fishing practices.