

PRESS RELEASE

“Play HOOK-e” Weekend Fishing Rodeo For Disabled Children and Veterans August 29-30, 2020

By Greg Kucharewski

Millstone Township, NJ – Mr. Vito Cardinale, CEO/President Cardinale Enterprises LLC, and Mr. Randy Johnson, Laurita Winery will host a Weekend Fishing Rodeo at Lake Julianna Ponderosa Estates Farm, Millstone Township, NJ 08535. The weekend will include a fishing fun day for children with disabilities and other special needs and honoring disabled veterans, along with active-duty military from Joint Base McGuire-Dix-Lakehurst. Saturday, August 29th 10:00 a.m., special needs youngsters will attend the 4th Annual “Kid’s Wish’n to go Fishing” fun day and Sunday, August 30th 9:00 a.m., Play HOOK-e “Take a Veteran Fishing Day” will honor disabled veterans, and active-duty military.

Organizers decided to combine the Kids Wish’n to go Fish’n Fun Day and Take a Veteran Fishing Day to commemorate the environmental improvements at Lake Julianna that include: Disabled access and bird-watching observation stand, catfish feeding station, planting of 3,500 environmental plants/grasses, duck pond, frog and rabbit cover habitat areas. Several volunteer groups from Monmouth and Ocean County assisted with the ecosystem restoration project to provide a healthy environment for fish and wildlife. The goal of the Weekend Fishing Rodeo is to offer special needs children and disabled veterans a day to fish and feel the health benefits of getting in touch with nature while making good memories.

Attendees and their guest are invited to fish at Lake Julianna to catch and release big fish and then join Mr. Vito Cardinale and his staff of volunteers for a free BBQ that will provide soft drinks, pizza, hamburgers & hotdogs and other goodies. Admission is free but registration is mandatory through [EventBrite>>](#) Play HOOK-e. New Jersey freshwater fishing license **is not required** because Lake Julianna is located on a private farm. Disabled Veterans and special needs children with mobility challenges will have use of 4x4 transportation around the lake, along with fishing assistance

if needed. Project Healing Waters Fly Fishing Jersey Shore Chapter will assist with fly fishing instruction and their members will teach you how to catch some big fish on a fly rod. Boating Education and Rescue (B.E.A.R.) will bring their mobile education booth and “Hooked on Fishing not On Drugs” loaner rods and reels. Mike and Debbie Bennett B.E.A.R. and volunteers will teach youngsters and families about fishing ethics.

Don Marantz, Event Chairman stated: “We have plenty of door prizes, terminal tackle, bait, and other fishing equipment available to ensure that participants have an enjoyable time at the Lake Julianna, Weekend Fishing Rodeo.” “Come out and catch a smile.” Things you might want to bring to have and enjoyable time: Folding Chairs, Blanket, Face Covering, Hand Sanitizer, Sunglasses, Rod and Reel, Lucky Fishing Cap, Sunscreen/Bug Spray, Pliers, Wet Weather Gear/Footwear, and Fishing Cloth. This is a catch and release event, please use barbless fishing hooks. No boats, rafts or wading in the water. Lake Julianna rules & fishing ethics: [Rules>>](#) COVID 19 social distancing applies, please maintain a safety circle of 6’ or more from others not in your family or group. Immediate Care, SFC Enterprises Inc., will be available to provide first aid and assist with keeping everyone well informed about how to stay healthy during COVID – 19.

The event is sponsored by Cardinale Enterprises LCC, Laurita Winery, and supported by Vietnam Veterans of America Shore Area Chapter 12, Project Healing Waters Fly Fishing, Boating Education and Rescue and the Jersey Coast Anglers Association. To register for this free event visit [EventBrite](#) Play HOOK-e or VVA Chapter 12, Shore Area Chapter website [vvachapter12.net](#)