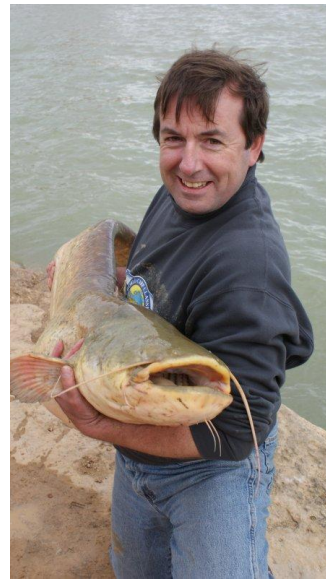


REUBEN HEATON SPONSORS WORLD CATFISH CLASSIC

Once again Reuben Heaton will be one of the first companies to sponsor a world angling event, when we become scales sponsor for the inaugural World Catfish Classic 2011. This prestigious event is brought to you by the same company responsible for the renowned World Carp Classic, an event which has grown in stature since its inception in 1998, to a truly global angling event.

The 2001 event will be held on Spain's prolific river Ebro, a veritable Mecca for lovers of catfish angling. Held between May 30th and June 4th, and based around the village of Chiprana on the banks of the Rio Ebro, the event promises much in the way of spectacle, as angler's battle with giant fish as well as the huge river itself.



Event Organiser Ross Honey and guide with some of the river Ebro's inhabitants

As we can see from the picture above, one of the main challenges facing us will be the sheer weight of the fish being caught, with individual specimens set to exceed 100kg in weight. Coupled with the individual weights, the sheer quantity of fish that the venue can produce will mean that the total catch for the event will be measured in tonnes rather than kilos.

Reuben Heaton will be on hand throughout the event to monitor catches and weighing procedures as they happen, and to maintain the policy of correct fish welfare and handling, a theme close to the heart of the event's ethos and an especially tricky job in relation to the huge fish being caught.

Further information together with up to date happenings surrounding the event, can be found at the official event web site www.worldcatfishclassic.com