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Mud Hole Custom Tackle Joins Coastal Conservation Association Florida To Help Restore Indian River Lagoon Habitats

Volunteers Bag Recycled Oyster Shells to Support Future CCA Restoration Efforts

New Smyrna Beach, FL, February 27, 2021 – Mud Hole Custom Tackle, in partnership with the Coastal Conservation Association (CCA) Florida, provided 25 volunteers to support the Marine Discovery Center’s “Shuck and Share” initiative. Along with several other volunteer organizations, the team bagged over 15,000 pounds of recycled oyster shells, which will be used to create new oyster habitats in the Indian River Lagoon.

“Conserving our ecosystems and fisheries is extremely important to Mud Hole Custom Tackle”, said Scott Gimbert, Mud Hole Vice President and avid angler. “We are excited to work with CCA on a variety of restoration initiatives - and with our headquarters in Oviedo, FL, this one hits close to home.”

Mud Hole Custom Tackle supports a number of community programs focused on protecting natural resources and bringing angling and rod building knowledge to youth through the education system. For the “Shuck and Share” initiative, volunteers from every Mud Hole department were eager to jump in and get dirty. 515 oyster gabions, or “pillows”, were assembled from oyster shells donated by restaurants across Central Florida. These gabions will be used in future Indian River Lagoon restoration projects.

“Having the Mud Hole Team here at the Marine Discovery Center was a huge help today” said Brian Gorski, CCA Florida’s Executive Director. “We have a great partnership and share a devotion to the environment, and today was a great example of how we can all work together to protect our natural resources and our fisheries.” Along with supporting the “Shuck and Share” program, CCA and Mud Hole partner on a number of other initiatives, including “Release the East” – a redfish restocking program supporting the Indian River Lagoon – and CCA’s annual banquet and silent auction.

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About Mud Hole Custom Tackle

Mud Hole Custom Tackle, based in Oviedo, Florida, is the world’s largest supplier of rod building & tackle crafting goods and instruction. From rod building and repairing, to fly tying and lure building, Mud Hole is the leading e-retailer and mail order supplier to hobbyists, small manufacturers, and large OEMs, worldwide. Offering a superior shopping experience at mudhole.com, rapid delivery, stellar customer service, and world class online content and instruction, Mud Hole Custom Tackle is the trusted source for the rod building and tackle crafting community.

About CCA Florida

The Coastal Conservation Association (CCA) was founded in 1977 after drastic commercial overfishing along the Texas coast decimated redfish and speckled trout populations. One of 19 state chapters, CCA Florida became the fifth state chapter in 1985. A 501(c)3 non-profit, the purpose of CCA is to advise and educate the public on conservation of marine resources. Through habitat restoration projects, water quality initiatives and fisheries advocacy, CCA Florida works with its over 18,000 members including recreational anglers and outdoor enthusiasts to conserve and enhance marine resources and coastal environments. Join the conversation on Facebook or learn more at ccaflorida.org.