



**MEDIA RELEASE**

**Friday, 23 March 2018**

## ***'Carp' Diem* at Lake Keepit's Fishing Competition this Easter Long Weekend**

**Grab a hook, make it sharp, pitch a tent, catch a carp! That's what hundreds of environmentally-conscious anglers will be doing at Lake Keepit this Easter long weekend, with the annual *Carp We Don't Keepit* fishing competition set to take place.**

As a fishing competition with a sustainable twist, the weekend will improve Keepit Dam for native fish through targeting invasive Carp. With the incentive of thousands of dollars in prizes and giveaways, the competition is the perfect way to break up your Easter Egg Feast.

The competition features seven different categories and attracts professional and amateur anglers, with prizes going to the longest carp, heaviest carp, smallest carp, mystery weight, most carp caught and both junior boy and girl divisions.

Reflections Holiday Parks Lake Keepit Manager Paul Irwin called the competition a great asset to both local tourism and the long term sustainability of Keepit Dam with just under 600 of the pest species weighing more than 550kg fished from the dam last year.

"We can't wait to dive into some Easter Chocolate and enjoy a great weekend of fishing for an even greater cause of thinning out carp numbers and reducing the damage they cause to the native population," Paul said.

"The Easter Weekend is one of our busiest times at the park and the *Carp We Don't Keepit* competition is a fantastic community event for fishing enthusiasts and spectators alike."

Reflections Holiday Parks CEO Steve Edmonds thanked event organisers, including Anne Michie and the Lake Keepit Family Fishing Club for ensuring the future of Keepit Dam.

"The annual Carp Comp is a major event for the New England Region and it will be great to see the transformative effect it has on Keepit Dam in the years to come," Mr Edmonds said.

"Fishing is a major drawcard to all of our parks within the Reflections Group and we are proud to support this sport through hosting events such as, *Carp We Don't Keepit*."

Head to [www.reflectionsholidayparks.com.au/parks/lake-keepit](http://www.reflectionsholidayparks.com.au/parks/lake-keepit) to book your Easter Fishing Adventure today!

**#Ends#**

**Contact Kimberly Rigby, 0418 383 296  
Photo Attached**

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### **About NSW Crown Holiday Parks Trust, NSWCHPT**

NSWCHPT was formed in 2013 to consolidate the operations of 28 coastal and nine inland holiday parks and reserves located on Crown land throughout NSW and incorporated three holiday park brands under its corporate banner. (North Coast Holiday Parks, South Coast Holiday Parks and Inland Waters Holiday Parks.)

2017 saw the Group rebrand to Reflections Holiday Parks and bring its 37 holiday parks and public recreation reserves on Crown land under the one unified banner. The promise of Reflections Holiday Parks is to be the place where happy holiday seekers and nature lovers will discover the quintessential caravan and camping break and create unforgettable experiences and family memories.