

Former editor of Salt Water Sportsman launches new destination charter fishing operation

PRESS RELEASE

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For hires imagery, click here: <http://gallery.me.com/tlund#100072>

KEY WEST, FL — Capt. Ted Lund — former editor of the world's largest saltwater fishing publication, *Salt Water Sportsman* — is launching a new charter fishing destination for Over Under Sportfishing in Key West, Florida.

Lund, an experienced light-tackle and charter captain whose clients have set 27 International Game Fish Association World Records and scored numerous flats and offshore tournament wins, is also handling public relations and marketing for the entire OU brand. The Key Largo-based operation also owns an interest in Mirage Sport Fishing Boats, based in Gainesville, Florida, and Lund will handle public relations and consult on design with that company as well.

Over Under Sportfishing currently serves the Bahamas (Treasure Cay, Marsh Harbor and Cat Island), Florida (Islamorada and Fort Lauderdale), as well as Maryland, New Jersey and North Carolina. The addition of the Southernmost City to Over Under's network brings their total of elite-charter destinations to nine, including such legendary fishing grounds as Ocean City Maryland and the South Jersey Shore.

"We jumped at the opportunity to bring on board a seasoned pro like Ted, whose combined expertise in both the Key West fishery and outdoor communications made him a perfect fit for OU," says Trey Rhyne, founder of Over Under Sportfishing.

An outdoor writer, photographer and broadcaster for the past 20 years, Lund has served as managing editor of Bonnier's *Sport Fishing* magazine and editor-in-chief of *Fly Fishing in Salt Waters* magazine. He hosted the successful *Island Angler* radio show for Clear Channel Communications for more than five years.

"This is an exciting opportunity in what I believe is the best all-around saltwater fishery in the world," says Lund. "We're very fortunate. Key West sits at the confluence of three major ocean entities: the Gulf of Mexico, the Gulf Stream and the Atlantic Ocean."

Because of the unique location and style of Key West's fishery, Over Under is offering one of the most complete charter fleets in the Florida Keys, consisting of four boats, including the

46-foot Whiticar *Pretty Work*, a true, tournament-rigged bluewater battlewagon that offers anglers a chance to tackle big game species like sailfish, wahoo, broadbill swordfish, tuna and dolphin. Two outboard-powered center consoles allow anglers to enjoy some of the best light-tackle, full-contact fishing in the world for those species, as well as king mackerel, permit, cobia, yellowtail and mutton snapper, grouper, tarpon, sharks and a host of other species. Shallow-water aficionados will enjoy stalking bonefish, tarpon, permit and other flats species aboard an 18-foot flats skiff.

Specialized charters focusing on offshore fly-fishing, world-record hunting or tournament competitions are available on the entire Over Under Key West fleet. Lund and his clients have scored numerous places and victories in tournaments ranging from the Southernmost Light Tackle Anglers Masters to the Texaco Key West Challenge and World Sailfish Championship.

“From 4-pound to 130-pound tackle — fly, spin or plug — the Gulf Stream, reefs, wrecks or flats, we’re ready to go,” says Lund. “No other charter company is as well positioned to showcase this unique fishery — one I’ve come to love over nearly 30 years.”

Over Under Key West is located at the five-star Key West Harbor Yacht Club, on Stock Island. All Over Under Sportfishing clients enjoy access to club’s amenities, including a swimming pool, private beach, gym, private bar and restaurant.

Over Under’s clients can also enjoy world-class accommodations at the Doubletree Grand Key Resort, located just a short cab ride from the Key West Harbor Yacht Club. The Grand Key offers a complete range of guest rooms, suites and accessible rooms, as well as a beautiful pool, bar and outside dining, all set in a lush tropical setting.

For more information on Over Under Sportfishing or to book a charter in Key West or any other Over Under destination, visit fishou.com or call 1-866-OUA-TUNA or (866) 682-8862.