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FOR IMMEDIATE RELEASE

**Rock Hill/York County Convention & Visitors Bureau welcomes back Riley's Catch to Lake Wylie, SC**  
*Founders of Riley's Cup continue to grow youth fishing tournament in memory of young angler who died  
in midst of fulfilling his dream*

**ROCK HILL, SC (October 23, 2017)** – The [Rock Hill/York County Convention & Visitors Bureau](#) (CVB) will co-host [The Riley's Cup 2017](#) annual fishing tournament hosted by [Riley's Catch](#). The fishing tournament will launch along the shores of Lake Wylie, SC on October 27-28, 2017. The Family Experience event will take place at 11:30 a.m. on October 28 at Clover High School, located at 1625 State Hwy. 55 East, Clover, SC 29710.

On October 27, The Riley's Cup 2017 will feature High School and Jr. High School anglers during this Palmetto Boats & B.A.S.S. High School/Jr. High Points Fishing Tournament. The event is an official Points Tournament for South Carolina and North Carolina teams. The entry fee is \$25 per 5 boats from each school or community B.A.S.S. Nation Team.

Activities during The Family Experience on October 28 will include a fishing pond, archery station, Favorite Rods Casting experience, Kayak Pool, and many other fun family activities. Special guests will include ["The Gogan Squad"](#), Bassmaster Elite series [Pro Brit Myers](#), and several other pro anglers. There will also be food and live music on location.

"The CVB is again thrilled to be a part of one of the largest fishing tournaments ever held in York County," said Andy Clinton, group/sports market specialist for the Rock Hill/York County CVB. "It is a great honor to help Riley's Catch carry on Riley Laymon's dream and advocacy to empower students to live their best lives through fishing and outdoor recreation."

The Riley's Cup is inspired by Riley's Catch – an organization in memory of Riley Laymon, a bass fishing enthusiast and high school student who died in a truck accident in 2012. Riley's love for fishing inspired him to propose and become an advocate for a high school bass fishing program in North Carolina. Riley's Catch exists to empower students to live greater lives by using the outdoors to build strong hearts, minds and bodies.

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### **Rock Hill/York County Convention & Visitors Bureau**

The Rock Hill/York County Convention & Visitors Bureau (CVB) is the destination marketing organization (DMO) responsible for developing an authentic, unified identity for York County, SC. As a DMO, the CVB's goals are to promote the long-term development and marketing of the destination, focusing on convention, sports and leisure sales, tourism marketing, relocation and services. The organization works in collaboration with the CVB Board as well as the York County Council and appropriate funding sources. In 2008, the Rock Hill/York County CVB became the first accredited destination marketing organization in South Carolina. For more information, visit [www.visitryorkcounty.com](http://www.visitryorkcounty.com).