



Betway to Sponsor Fish'O'Mania

Saturday, July, 2014 - Matchroom Sport is delighted to announce that the annual Fish'O'Mania event will be sponsored by Betway for the first time this year. The big-money fishing match is a staple in the British sporting summer calendar and is now entering its 21st year.

Taking place over the weekend of the 12th and 13th July, Betway Fish'O'Mania on the Saturday features 16 finalists competing over five hours for a £30,000 top prize and the most prestigious title in match fishing.

On Sunday 13th, the Betway Fish'O'Mania International Challenge sees eight two-man teams competing for the £10,000 first prize. Defending champions are England and as well as Ireland, Scotland and Wales, the likes of Poland, Holland, France and Hungary will all be vying for angling supremacy.

Betway was launched in early 2006 with the aim of providing its customers with world-class entertainment across the spectrum of sports betting, casino, slots and poker. As a leader in the online gaming industry, Betway will have all the action covered with a wide selection of unique betting markets available on the event. England are current 4/5 favourites, closely followed by Scotland at 5/2 and Wales at 11/2.

Taking place at Cudmore, one of the UK's premier venues, the two days of Fish'O'Mania will be televised live by Sky Sports for 11 hours in total. There is also the Fish'O'Mania Ladies championship on the Saturday and Fish'O'Mania Juniors on Sunday.

Matchroom Sport Chairman Barry Hearn said: "We are thrilled to bring Betway on board for what is fishing's No.1 event. Fish'O'Mania is one of the great summer sporting occasions and represents a fantastic couple of days out.

The event always produces an amazing atmosphere as fans flock from all over the UK. In addition, Sky Sports capture all the compelling drama as events unfold throughout the afternoon.

Since its inception, Fish'O'Mania has always had lots of interest from Britain's punters and I believe that Betway are the perfect fit for this epic event!"

Anthony Werkman, Head of Betway Marketing said: "We are delighted to be the title sponsors for the Fish'O'Mania event this year. As a staple in the

British sporting calendar and such a popular sport in the UK we're proud to support such an important event on British soil."