



**COUSINS TACKLE AND SURF FISHING EXPERT BILL VARNEY TEAM UP TO OFFER
FREE, ON-THE-BEACH AND IN-STORE SEMINARS**

Experienced Surf Rats and Novices Alike Can Join the Light Line Surf Fishing Revolution,
“Learning While Doing” at Southern California Surf Hotspots

Cousins Tackle Corp. and surf-fishing author Bill Varney are teaming up this summer to inform and educate California anglers from San Diego to Santa Barbara on the finer points of light-tackle surf fishing. Varney works closely with Cousins Tackle and helped the American rod manufacturer develop a new series of premium, technique-specific spinning and casting models — Cousins Bill Varney Signature Series.



Bill Varney With Cousins Surf Rod

Key to this educational effort is a series of unique on-the-beach seminars where fishermen can observe Varney’s tackle and techniques for catching corbina, surf perch, halibut, yellowfin croaker and other beach species — then immediately put them into action with Varney and his assistants acting as “coaches.” Subjects covered include natural bait selection and use, proper rigging, “reading” the surf, and working popular artificial lures such as soft plastics and crankbaits.

These free events are limited to 50-75 students, and fill up quickly. These on-the-beach morning events take place at popular, easy-to-reach surf-fishing hotspots. Upcoming seminars include June 14 at Bolsa Chica State Beach, July 26 and 27 at South Carlsbad State Beach, August 8 and 9 at Carpinteria State Beach, and September 20 back at Bolsa Chica State Beach.

For those who can’t make it down to the beach, Varney will also hold a series of free classroom-style surf fishing seminars that cover many of the same topics. These scheduled seminars include June 21 at Turner’s Outdoorsman in San Marcos, June 28 at Cousins’ Huntington Beach factory, and again in September (Date TBD) during a special Cousins Tackle Customer Appreciation Day Open House event.

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Whether indoors or out, these seminars provide a wealth of information for surf fishing enthusiasts of all ages and skill levels. Interested anglers can learn more about these events and register to attend by visiting Bill Varney's website at www.fishthesurf.com. Fishermen can also learn about Cousins Bill Varney Signature Series light tackle rods at www.cousinstacke.com, or by calling Cousins headquarters at (714) 893-0423.

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