

**For Immediate Release**

Contact:

Mark Ellert

[mhellert@GuyHarveyOutpost.com](mailto:mhellert@GuyHarveyOutpost.com)

954-24-2225

## **BLACKFLY LODGE JOINS GUY HARVEY OUTPOST**

**Ft. Lauderdale, FL — August 30, 2012**— Guy Harvey Outpost Resorts announced today that Blackly Lodge is the newest member of the its Expedition Properties Portfolio. The popular bonefishing lodge on Great Abaco island is owned and operated by Vaughn Cochran, founder of Blackfly, a diversified flyfishing company.

Making the announcement today was Outpost President Mark Ellert and fly-fishing authority Vaughn Cochran, founder of Blackfly. “The Abacos have a world class reputation for trophy bonefish and permit,” said Ellert. “Vaughn has helped write the book on how to run world class bonefishing lodges, and that’s why we’re excited to have Blackfly as our inaugural bonefishing lodge in the Expedition portfolio.”

The once novice angler and struggling artist, Cochran landed in Key West in the early 1970’s to paint and hone his fly-fishing skills. His days were mostly spent hunting bonefish and his nights playing music around Key West, where he eventually became an original member of Jimmy Buffet’s Coral Reefer Band. Today Cochran presides over a diverse flyfishing business, including retail, lodging, restaurants, and fine art.

In commenting on the announcement, Vaughn noted, “Guy and I are both artists turned anglers and conservationists. We’ve been working together now for several years to create a unique experience for anglers who want to catch trophy fish, enjoy themselves and have a low-impact on the habitat.” Expedition Properties by Guy Harvey Outpost showcases independently owned and operated resort properties that promote sustainable tourism and offer top-of-class watersport recreation and hospitality in unique destinations.

“The DNA of Guy Harvey Outpost is one part fishing and a lot of other neat stuff. Add that to our Blackfly DNA, and it’s a winning combination, all based on top-of-class service and memorable fishing adventures. Together, we’ll create memories for our customers that will last lifetime,” notes Cochran.

“Vaughn is certainly a character with colorful stories and a lot of passion,” notes Guy Harvey. “He’s like a character in one of Buffett’s songs. He goes down island, takes up painting, gets married,, manages a bunch of flyfishing lodges, runs his flyshop and art studio, opens a restaurant and then ends up back in the islands hunting bonefish and permit.”

### **About Guy Harvey Outpost**

Guy Harvey Outpost Resorts is based in Ft. Lauderdale, Florida. The company’s Signature Properties operate under the Guy Harvey Outpost brand name, the most recent opening on St. Pete Beach, Florida. Expedition Properties are independently branded and

affiliated with the Outpost marketing and reservation system. The inaugural member of the Expedition Properties system is the popular Green Turtle Club, located in the Abaco islands. All Guy Harvey Outpost properties feature beach, boating, fishing and diving programs and amenities.

### **About Blackfly Lodge**

Blackfly Lodge is a five bedroom beachfront estate on Great Abaco Island, approximately 30 miles south of Marsh Harbour, the so-called capital of the Abaco Islands. The Lodge sits overlooking the Atlantic Ocean, and will become in March, 2013 the centerpiece of the new harbourfront community of Schooner Bay when construction is complete on the new lodge. Along with the entire Schooner Bay community, the Lodge is being developed under strict sustainable development and construction guidelines.

The Lodge will feature a “great house” overlooking the community harbour with eight beautifully appointed guest rooms on the second floor. The great house will feature a wrap-around veranda for cocktails and dining.

The Abacos’ is just 70 minutes by air from South Florida into Marsh Harbour International Airport, with a new 35,000 sq. ft. terminal nearing its expected January, 2013 opening. Blackfly Lodge is a 30 minute shuttle ride south through the pine forests of Great Abaco Island, past the Winding Bay Ritz Carlton on to nearby Schooner Bay. Blackfly Lodge as an Outpost Expedition property is joined in the Abaco Islands by the Green Turtle Club & Marina, a popular diving and fishing destination roughly thirty miles north of Marsh Harbour.