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## **Guy Harvey Resorts Raises Flag On its First Outdoor Resort at Lake Kissimmee's Camp Mack**

**FORT LAUDERDALE, Fla.** (March 19, 2018) – [Guy Harvey Resorts](#) announced today that the popular bass fishing lodge and RV resort, Camp Mack's River Resort, on Lake Kissimmee, Florida has joined the company's hospitality system, taking on the new property name, Camp Mack, a Guy Harvey Lodge, Marina & RV Resort. It marks the brands entry into outdoor hospitality, bringing together the popular RV camping and bass fishing markets.

"Camp Mack is the perfect property for our entry into the outdoor recreation space given the immense popularity of this Kissimmee lakefront destination among legions of bass fishing and camping enthusiasts," said Guy Harvey, company chairman. "This destination is a veritable kaleidoscope of scenic beauty and Camp Mack offers an astonishing choice of ways to enjoy one of Florida's great outdoor resources."

In elaborating on its plans for the property, Mark Ellert, company president, commented "The owners of Camp Mack decided our brand could help them raise the bar, making the resort even better. We will be supporting their efforts to upgrade the 40-room lodge and related amenities, introduce on-line reservation systems for the lodge and RV pads and add new events and programs, especially targeted towards bass anglers. What will remain the same is Camp Mack's ownership and management commitment to delivering great outdoor recreation, its 'Old Florida' charm and outstanding fishing. Those are winning combinations in our book."

"To become Guy Harvey Resorts' first bass fishing lodge and RV resort is testimony to the unique natural environment surrounding Lake Kissimmee and world class fishing that brings outdoor enthusiasts to Camp Mack," added Mark Blackwelder, General Manager. "Aligning with Guy Harvey underscores the importance my team puts in conservation stewardship and our commitment to the legacy of Camp Mack as a "go-to" destination for families to enjoy and better appreciate the great outdoors and the Chain of Lakes."

Offering a glimpse of the future, sales and marketing director Nicole Steele adds, "For all who call Florida home, most of whom live within a two hour drive, we intend Camp Mack to become

the preferred lakefront retreat for anglers and campers of all ages. We'll even be offering a limited number of resort lots for sale as we add amenities, services and events for all to enjoy."

Guy Harvey Resort co-founder, Bill Shedd, underscores the bright future, "Bass fishermen are unbridled in their passion for the sport, and we intend to enshrine top-of-class fishing programs and events at Camp Mack."

As owner of AFTCO, an international fishing tackle and apparel company, Shedd has moved aggressively to serve this vast nationwide fishing audience. Lake Kissimmee and its Chain of Lakes are some of the most famous bass fishing grounds in the United States. He adds, "Given accessibility, fishing productivity, and our company's deep Florida roots, I can't think of a better location to launch Guy Harvey Resorts entry into this new market."

Inaugural activities include establishing an Outpost Academy fishing clinic program at Camp Mack featuring the tips and techniques of Lake Kissimmee bass fishing guides. Daily resort operations will remain the responsibility of Blackwelder and Steele. For more information or to make reservations, please visit <http://www.GuyHarveyOutpost.com>.

#### **About Guy Harvey Outpost Resorts:**

Guy Harvey Outpost is a collection of independently owned resorts and lodges and customized travel products that showcase unique destinations, cultures and experiences designed to stimulate guest appreciation of fragile eco-systems and awareness of local conservation challenges under the guidance of renowned marine artist, scientist and conservation advocate Dr. Guy Harvey. Outpost Signature Collection includes a 220 room resort on St. Pete Beach, Florida and the recently opened 152 room Guy Harvey Resort St. Augustine Beach. Expedition Collection is an ecosystem of lodges and multi-day adventures in locations such as: Bahamas, Cuba, Galapagos Islands, Isla Mujeres, Mexico and Little Cayman Island. The company's Outfitter program showcases top-of-class sports professionals including fishing guides, charter captains, and scuba, surfing and photography instructors. Visit [www.GuyHarveyOutpost.com](http://www.GuyHarveyOutpost.com) for more information.

#### **About Camp Mack's River Resort:**

Camp Mack's River Resort is located in Lake Wales on the Kissimmee River, connecting to both Lake Kissimmee and Lake Hatchineha. First noted on geological maps from 1836 as Tyson's Camp, the resort has operated as a "fish camp" for some 100 years, first as a retreat for Coca-Cola executives. The resort, with its 40 room lodge, marina slips, boat rentals/excursions and RV park, is a popular venue for rallies, social events and fishing tournaments, including the Bobby Lane Cup, organized by Bassmaster Elite Series pro angler Bobby Lane. The 5,900 acre Lake Kissimmee State park, fronting on the lake, is located across from the resort entrance with some 20 miles of hiking and equestrian trails. Visit [www.campmack.com](http://www.campmack.com) for more information.

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