



## **Macdaddy's Fishing Lures and Gifts Launches New Web Site and Holiday Specials**

*MacDaddy's, the premiere manufacturer of fine fishing lures, flies and gifts for everyone, announced that it has launched its new web site and is offering a wide assortment of Holiday Specials. Many items in their broad product line are designed with precious gemstones like diamonds and sapphires or sparkling Cubic Zirconia. But with prices ranging from \$5.95 to \$1million, expect the unexpected.*

Shell Beach, CA, December 14, 2007 --(PR.com)-- MacDaddy's, the premiere manufacturer of fine fishing lures, flies and gifts for everyone, announced that it has launched its new web site and is offering a wide assortment of Holiday Specials. MacDaddy's has made its reputation on finely crafted fishing lures and flies made from materials like 14k gold, Sterling Silver, Platinum and more. Many items in their broad product line are designed with precious gemstones like diamonds and sapphires or sparkling Cubic Zirconia. But with prices ranging from \$5.95 to \$1million, expect the unexpected.

One of the most popular items for this Holiday season has turned out to be The Pink Ribbon Line, which features the World's Most Precious Fishing Lure™, A Platinum and Pink Sapphire pendant commissioned by the Platinum Guild of America. The design features a stunning pink ribbon, crafted in rare pink sapphires, which has become the universal symbol for breast cancer awareness. This popular line offers pendants, earrings, bracelets and lapel pins -something for everyone. 10% of the profits from Pink Ribbon Collection sales will be donated to Casting for Recovery. This charity uses fly-fishing camps throughout the United States, Canada and Ireland to provide therapy to breast cancer survivors. Casting has proven to be a great way to rebuild breast muscles of cancer victims and the serene experience of fly fishing promotes healing on all levels.

But these aren't the only gifts offered for the crazed fisherman or woman in your life. Just in time for the Holidays, MacDaddy's is offering some great Stocking Stuffers and 3 unique Holiday Specials designed to make the crazed fisherman or woman very happy camper.

Choose from 3 stocking stuffers all under \$10 with free shipping. 2 unique lures and an assortment of Fly Hat Pins are available while supplies last.

Holiday Gift Specials include a solid gold and diamond Lure pendant called Marilyn, which comes with a black silk cord and gift box. Originally \$1500, it is priced at \$999 through the Holidays.

For a very personal gift, try the Shadow Box Special. This gift combo comes with a Shadow Box made to show off a lure and photo. Then select your choice of a gold plated lure, which says #1 DAD or #1 Fisherman in either Cubic Zirconia or Engraved lettering. Add a favorite photo before you wrap it up for a gift that will be cherished for years to come.

And of course the ultimate fishing gift is The Million Dollar Lure. A history of this one of a kind piece is available on the site, complete with pictures and video of it being tossed into the Sea of Cortez.



For the fly fishermen, there's an impressive assortment of hand-tied bejeweled flies, crafted in gold and diamonds, for a one of a kind collectable fishing gift. Use these as a beautiful conversation piece, as a tie pin or cast that baby into a stream.

Order most of their other great products in 3 ways: with a hook, a key ring or as a pendant. Many lures come in a superbly crafted burl wood box. MacDaddy's fishing lures are not for the faint of heart, nor are they simply for collector's. These are 100% working and fishable lures. There are so many more unusual things to discover on this website, check it out at [www.macdaddysfishinglures.com](http://www.macdaddysfishinglures.com)

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**Contact Information:**

Macdaddy's Fishing Lures  
Cecilia Boettcher  
805-473-9282  
cecilia@macdaddysfishinglures.com  
macdaddysfishinglures.com

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