Hook'em Up Charters Captain Leads Panama City Beach Youth Fishing Rodeo Initiative

October 28, 2025

Panama City, Florida - October 28, 2025 -
Hook'em Up Charters, a prominent charter fishing company in Panama City Beach, played a key leadership role in organizing the 2025 Youth Fishing Rodeo that took place October 25 at Frank Brown Park. Captain BJ Burkett, owner of Hook'em Up Charters and Vice President of the Bay County Boatmen's Association, helped coordinate the annual event that introduced hundreds of local children to recreational fishing.

The Youth Fishing Rodeo, organized in partnership with the Panama City Beach Parks & Recreation Department, provided free fishing education and hands-on experience to children aged 16 and under from 9 a.m. to noon. The event featured a kid-friendly stocked pond, fishing competitions with prizes, and educational presentations from Bay County Mosquito Control representatives about the local marine ecosystem.

"Getting young people excited about fishing has always been a priority for our charter business and our entire boating community," said Captain BJ Burkett, Vice President of the Bay County Boatmen's Association. "Events like the Youth Fishing Rodeo create the next generation of anglers who will appreciate and protect our Gulf waters for years to come."

The rodeo represents part of a broader community engagement effort by local charter companies to promote fishing education and marine conservation. Hook'em Up Charters, known for its big game fishing expeditions in the Gulf of Mexico, regularly participates in community events that introduce families to the sport of fishing. The company's involvement in the rodeo demonstrates its commitment to fostering fishing traditions beyond its commercial charter operations.

Participants at the rodeo received instruction on basic fishing techniques, proper handling of fish, and safety practices on the water. The Panama City Beach Optimist Club provided hot dogs for attendees, while volunteer anglers from the Bay County Boatmen's Association assisted children with baiting hooks and

landing their catches.

The event coincided with the return of the PCB Seafood Festival, creating a weekend celebration of the area's maritime heritage. The dual events highlighted Panama City Beach's position as a premier fishing destination on the Gulf Coast, attracting both recreational anglers and serious sport fishermen throughout the year.

Hook'em Up Charters operates from Panama City Beach Marina, offering a range of fishing experiences from half-day trips to multi-day offshore adventures. The company specializes in deep-sea fishing charters targeting marlin, tuna, wahoo, and mahi-mahi, with boats equipped to handle groups of up to 22 passengers. Captain Burkett, a third-generation fisherman, brings decades of Gulf fishing expertise to both his charter business and community fishing education initiatives.

The Youth Fishing Rodeo has grown annually since its inception, reflecting increased community interest in outdoor recreation and marine education. The Bay County Boatmen's Association continues to work with local government and businesses to expand youth fishing programs throughout the year. For more information about Hook'em Up Charters and their fishing trips, visit https://www.facebook.com/HookemUpCharters/.

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Hook'em Up Charters

Hook?em Up Charters offers private deep-sea, inshore, and shark fishing trips from Panama City Beach, serving 30A and the Gulf Coast. With 20+ years of experience, they provide safe, fun, and memorable fishing adventures for all skill levels.

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