



JJ Grey & Mofro, Marc Broussard Headline Hook'em for Heroes in Pass Christian Sept. 11-12

The two-day fishing tournament and free block party will raise funds to support local veterans, first responders and their families.

PASS CHRISTIAN, MS, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Hook'em for Heroes

“

Hook'em for Heroes brings the Gulf Coast together for a great weekend while standing behind the veterans and first responders who serve our communities.”

*Kenneth Harshbarger, CEO,
Millcrick Charity*

will bring anglers, families, businesses and music fans together in Pass Christian, Mississippi, September 11-12, 2026, for a two-day fishing tournament and free public block party supporting local veterans, active military members, first responders and their families.

Presented by Nine Toes Brewing Company and Alligator Mike Promotions, the 2026 event will feature live music, food, drinks, vendors, raffle prizes and family activities.

The weekend begins Friday, September 11, with the fishing tournament captains' meeting at 6 p.m., followed by live

music, food and drinks.

The free public block party will take place Saturday, September 12, from 1 to 10 p.m. at Nine Toes Brewing Company in Pass Christian. Fishing tournament scales will be open from 3 to 6 p.m., and the tournament winner will be announced at 7 p.m.

The 2026 musical lineup includes JJ Grey & Mofro, Marc Broussard, Cedric Burnside, Honey Island Swamp Band, Nonc Nu & Da Wild Matous, and Dexter Danos Band.

“Hook'em for Heroes began as a fishing tournament, but it has grown into an event that brings the entire community together,” said Kenneth A. Harshbarger, chief executive officer of Millcrick Charity. “It gives people a chance to enjoy a great weekend on the Mississippi Gulf Coast while standing behind the veterans and first responders who serve our communities.”

Hook'em for Heroes is organized by Millcrick Charity, a Mississippi-based 501(c)(3) public charity.

Funds raised through tournament registrations, sponsorships, donations and event activities help provide resources supporting the mental, physical and emotional well-being of local veterans and first responders while offering assistance to their families when they need it most.

Businesses and organizations can support the event through several sponsorship levels and custom opportunities, including sponsorship of the tournament weigh-in, captains' dinner, first-responder tribute and merchandise bags.

Admission to Saturday's block party is free. Fishing tournament registration, sponsorship information and complete event details are available at <https://hookemheroes.com>.

About Millcrick Charity

Millcrick Charity is a 501(c)(3) public charity dedicated to honoring the courage, sacrifice and service of veterans, active military members, first responders and their families. Through Hook'em for Heroes and other community-supported efforts, the organization works to provide meaningful resources and assistance to local heroes and their families.

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The free Hook'em for Heroes Block Party will feature JJ Grey & Mofro, Marc Broussard, Cedric Burnside and other musical guests September 12 at Nine Toes Brewing Company in Pass Christian, Mississippi.

This press release can be viewed online at: <https://www.einpresswire.com/article/935076829>

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