

Catch Fishing®

NATIONAL FISHING WEEK – JULY 5-13, 2008

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National Fishing Week is All About Memories

Peterborough, ON – When the late Rick Amsbury, one of Canada’s leading outdoor advocates, came up with the idea of promoting a National Fishing Week, he wondered if it would catch on.

In 2008, **National Fishing Week will mark its 9th anniversary from July 5th to 13th** from Coast to Coast.

“It’s a testament to Rick’s vision and passion for Canada’s outdoor heritage that he came up with such a great idea hoping others would catch the excitement,” states Kim Rhodes, President of the Canadian National Sportfishing Foundation (CNSF) which organizes National Fishing Week. “Rick was a wonderful person who loved the great outdoors and who worked hard to promote the benefits of recreational fishing,” continues Rhodes. “He wanted everyone to make memories fishing with friends and family and he’d be proud to see that National Fishing Week continues nine years later.”

This year’s theme of National Fishing Week is ***Catch a Memory: Take Someone Special Fishing***. “The look and feel of our message this year is one of nostalgia,” said Tina Deutsch, CNSF Operations Manager. “Almost everyone has fond memories of going fishing with their siblings, parents and friends,” adds Deutsch. “We’re encouraging Canadians to create new memories that will last a lifetime.”

In addition to being a major media event across Canada, National Fishing Week includes hundreds of grassroots fishing events. More information is available at the official website of National Fishing Week: www.catchfishing.com. The NFW website is currently being re-designed to make it easier for users to find out about local fishing opportunities including information about fishing events taking place in their backyards during National Fishing Week.

Part of Rick Amsbury’s legacy is a booklet he helped develop for novice anglers getting started. The “**Catch Fishing! Your Basic “How To” Guide to Fishing in Canada**” booklet is available for viewing on the National Fishing web site, or copies can be ordered by calling 1-877-822-8881.

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For media inquiries, please contact Mike Melnik, Media Relations Director, at 888-296-8978 or mike@impactcom.ca. For general inquiries, please contact Tina Deutsch at 877-822-8881 or tina@catchfishing.com.