

# Catch Fishing®

NATIONAL FISHING WEEK — JULY 2-10, 2011

*For Immediate Release*

*April 4, 2011*

## **A Passion for Fishing for Twenty Five Years National Fishing Week Welcomes Québécois Fishing Expert as Spokesperson and Fishing Ambassador**

*Peterborough, ON* – Catch Fishing, a National campaign designed to make it easy for Canadians and visitors to enjoy our country's favorite pastime, is welcoming fishing veteran and celebrity **Patrick Campeau** to the team.

In fact, Patrick has been assisting Catch Fishing in Quebec for a number of years as the voice of recreational fishing. This year, the Canadian Sportfishing Industry Association (CSIA) and the Canadian National Sportfishing Foundation (CNSF) wanted to formalize Patrick's involvement, announcing that he is the official **National Fishing Week Spokesperson and Fishing Ambassador** in Quebec. Patrick will join other popular and recognizable fishing ambassadors from across the country to be announced in the coming weeks.

Patrick is a 25-year veteran of both tournament and recreational fishing, and he is recognized as one of the top anglers in Canada. His radio features can be heard on over 60 radio stations across the province, and his fishing tips and columns are featured in over 16 magazines and newspapers, including *le Journal de Montréal*.

"I am very proud and excited, once again, to join all of my friends from the Canadian Sportfishing Industry Association to promote this fantastic activity we call fishing," states Campeau. "When we take the time to initiate new anglers, especially the young ones, we can clearly see the happiness in their faces. It's a great way to create some special moments and memories. In fact, if you want to see the real nature of a person, bring him or her to nature to take the time to relax and fish as there is nothing like it."

According to Tina Deutsch, Managing Director of the CSIA/CNSF, Patrick Campeau's dedication to recreational fishing has been, and will be, a valuable asset to Catch Fishing and National Fishing Week.

"Fishing opens the door to a lifetime of positive outdoor experiences," says Deutsch. "As a child, I learned a lot about nature and our great outdoor heritage while fishing with my Dad. Patrick has given that same experience to many children and adults over the past 25 years. He is the perfect addition to our new line-up of fishing ambassadors."

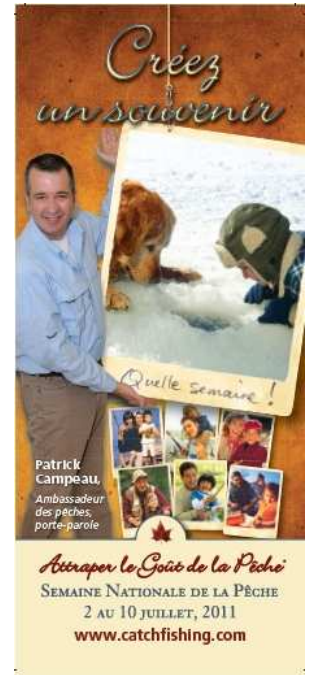
National Fishing Week is celebrated from July 2nd – 10th this year and is an annual event supported by Catch Fishing as well as hundreds of other organizations and businesses throughout Canada. It is designed to encourage Canadians to get outdoors and enjoy the opportunities recreational fishing provides. **More information is available below and at [www.catchfishing.com](http://www.catchfishing.com).**

*For media inquiries, please contact*

*Mike Melnik, Catch Fishing Media Relations Director, at 888-296-8978 or [mike@impactcom.ca](mailto:mike@impactcom.ca).*

### **BACKGROUNDER - About Catch Fishing**

Canada's Catch Fishing Program is a national awareness campaign aimed at making it easy for Canadians and visitors to enjoy our favourite outdoor pastime.



Catch Fishing is a cooperative program supported by federal, provincial and territorial governments as well as hundreds of organizations and businesses that work hard to ensure sustainable fishing opportunities while safeguarding fish populations everywhere.

The primary audiences being reached include youngsters, urban residents, tourists and anglers who once fished and would like to return to the sport.

### **Fishing is good for Canada**

That is the core message being delivered by the program. Recreational fishing is an excellent outdoor activity that fosters family values and can assist children in their emotional and social development. Urbanites are being educated as to the many great and inexpensive fishing opportunities available just minutes from their homes. Domestic tourists and visitors to Canada are being provided with up to date information on where to go and how to enjoy the amazing fishing adventures that await. The awareness campaign is being delivered by way of a multi-media campaign that includes television, radio and internet advertisements and programming. Outdoor and mainstream print media are also reaching the target audiences with a variety of helpful messages.