

FOR IMMEDIATE RELEASE
June 3, 2019

20th Anniversary of BC's Family Fishing Weekend
Freshwater Fisheries Society of BC to Participate in 10 events

[Victoria, B.C.] An initiative launched two decades ago to offer families a fun, affordable Father's Day activity has become a staple Father's Day tradition in communities throughout the province. Growing from a handful of events in Vancouver, Victoria and the Okanagan, there are now nearly 50 events throughout the province, joining a larger Father's Day trend of creating experiences and making memories with Dad to celebrate Father's Day while kicking off the fishing season.

Family Fishing Weekend events take place June 14 – 16, 2019. The events combine fishing, learning and socializing for an estimated 40,000 participants who range from avid anglers to those trying the sport for the first time.

Family Fishing Weekend events are free, with hands-on instruction available to interested participants. Loaner rods, reels and tackle are provided for those who do not have their own gear. The events also offer opportunities to learn about fishing gear, share freshwater and saltwater fishing tips and learn about environmental stewardship and the tradition of recreational fishing.

Fishing licence requirements are waived for the weekend, meaning Canadian residents can fish licence-free over the three days, although some requirements remain in effect. Details are posted on the BC Family Fishing website and the Fisheries and Oceans website.

Events are supported by the Family Fishing Society and organized by Fish and Game clubs, the Conservation Officer Service, municipalities, community groups, and local businesses. A complete list of participating communities, locations, and event descriptions, along with step-by-step fishing instructions, can be found at www.bcfamilyfishing.com. Freshwater and tidal fishing regulations, including daily catch quotas, always apply; details are posted at www.pac.dfo-mpo.gc.ca or www.fishing.gov.bc.ca.

The Freshwater Fisheries Society of BC is a key partner of the Family Fishing Society, and will be participating in 10 of the events throughout the province:

Victoria	Malahat Outdoor Sports Centre	June 15/ June 16
Kelowna	Shannon Lake	June 16
Cranbrook	Idlewild Lake	June 16
Coquitlam	Lafarge Lake	June 16
Kamloops	Walloper Lake	June 16

Nanaimo	Colliery Dam Park	June 14
North Vancouver	Rice Lake	June 16
Clearwater	Clearwater Trout Hatchery	June 15
Abbotsford	Fraser Valley Trout Hatchery	June 15
Fort Steele	Kootenay Trout Hatchery	June 15

“It has been exciting to watch families become engaged with freshwater fishing through these events,” says Provincial Coordinator of the Family Fishing Society of BC, Jessica Yarwood. “By providing gear and instruction in a fun environment the events are very accessible to families with children of all ages.”

The Family Fishing Society of BC was established in 2001 to encourage new anglers as well as promote and coordinate Family Fishing Weekend and other angling initiatives targeted toward families and young people. 2019 marks the 20th year of the licence-free fishing weekend.

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Media Contacts:

Jessica Yarwood
 Provincial Coordinator
 Family Fishing Society
 778.242.5667
info@bcfamilyfishing.com
www.bcfamilyfishing.com

Mike Gass
 Freshwater Fisheries Society of BC
 (604) 302-6235
Mike.Gass@gofishbc.com



FOR IMMEDIATE RELEASE

March 12, 2019

Fishing BC Recognized for Marketing Innovation by Tourism Industry Association

[Tseil-Waututh, Musqueam and Squamish Territory - Vancouver, B.C.] Fishing BC, a joint marketing initiative of the BC Fishing Resort and Outfitters Association, Sport Fishing Institute of BC, and Freshwater Fisheries Society of BC, was recognized for its innovative storytelling and social media marketing campaign, showcasing BC's spectacular recreational fisheries through video and imagery.

Winners of the BC Tourism Industry awards were announced at the 2019 conference, held in Vancouver at the end of February. Tourism industry individuals, organizations or consortiums that provide outstanding service innovative marketing and outstanding tourism experiences are recognized for their contribution to the success of BC's tourism industry. This year, recipients were recognized in six categories. The innovation award recognizes an outstanding marketing campaign or initiative that is directed at increasing the number of visitors to or within British Columbia.

Using short-form, documentary style video, Fishing BC is telling the stories of B.C.'s incredible fisheries, beautiful destinations, and the operators that call them home. With more than 20,000 lakes, 750,000 streams, 25,725 km of coastline and 24 different species targeted by anglers, there are many amazing stories to tell. Our #fishingBC photos and videos are resonating with anglers who want to experience B.C.'s spectacular wilderness, creating shareable moments for those keen to explore every corner of this province.

Thanks to Destination BC's Co-operative Marketing Partnership Program and the growing list of industry and community partners, Fishing BC has created a leveraged network that will continue to promote B.C.'s spectacular recreational fishing destinations, elevating the profile of the sector and increasing angling-related economic activity in coastal and rural British Columbia – with many more fantastic stories to tell. Visit #fishingbc on Instagram, Facebook or fishingbc.com to see the recreational fisheries and destinations we're sharing.

Media Contacts:

Freshwater Fisheries Society of BC
fish@gofishbc.com

Matt Jennings
Marketing Manager, Fishing BC
matt@fishingbc.com

FOR IMMEDIATE RELEASE
July 13, 2018

Freshwater Fisheries Reaches 250K Learn to Fish Milestone

Program has successfully increased angling participation province wide

[Kamloops, B.C.] The Freshwater Fisheries Society of BC is preparing to welcome the 250,000th participant to the Learn to Fish program. Freshwater Fisheries staff has been closely tracking participation numbers and has determined the 250K participant will attend a Kamloops Learn to Fish program at Paul Lake Provincial Park at 10 am on Wednesday, July 18.

To celebrate this milestone, we'll be handing out cupcakes and one lucky participant at the Learn to Fish event will receive a prize package, including a fishing rod of their own to take home.

Freshwater Fisheries Society of BC began delivering Learn to Fish programs in 2006, reversing a decline in freshwater fishing participation. That year, 2400 people participated in 120 programs in BC provincial parks. In 2017, over 6400 participants flocked to BC Parks to participate in 178 programs across the province.

Learn to Fish in Provincial Parks are hosted as a drop-in program for youth ages five to 15 and their family. Cost to participate is free or by donation. Surveys show that half the participants in Learn to Fish have not fished before but over half of total participants continue fishing after attending a program.

Learn to Fish participants are introduced to fishing gear and tackle set-ups and are taught basic knot tying, how to identify their catch and how to fish responsibly. Participants also learn how to cast and retrieve and experience hands-on fishing at the lake. Rods and tackle are provided through our sponsor, Rapala, and programs run rain or shine.

Learn to Fish is offered throughout the province thanks to the generous support of the Habitat Conservation Trust Foundation, Columbia Basin Trust, Rapala, BC Ram Dealers, Teck Highland Valley Copper, Yamaha Motors Canada, Backroad Mapbooks, and the Province of BC.

Two more Learn to Fish programs will take place at Paul Lake this summer, on August 1 and 22. Other programs in the Kamloops area will be held at Walloper and Lac Le Jeune lakes. Dates and times are listed on the Events and Programs calendar at www.gofishbc.com.

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Media Contact:

Jessica Yarwood
Outreach Coordinator
Freshwater Fisheries Society of BC
604-504-4716

FOR IMMEDIATE RELEASE
June 15, 2018

Fraser Valley Trout Hatchery Grand Reopening on Family Fishing Weekend

[Abbotsford, B.C.] The Fraser Valley Trout Hatchery is holding a grand reopening in conjunction with the unofficial start of summer – Family Fishing Weekend. Running 8 AM to 1 PM on Saturday, June 16, the event offers the full range of Family Fishing Weekend activities as well as tours of the updated visitor centre and the new pavilion. The visitor centre has been spruced up to make it more family-friendly and create a more welcoming space for the more than 10,000 people who make a trip to the hatchery each summer.

The visitor centre reopening is focused on fun hands-on fishing experiences. Registration for a fishing time slot at the hatchery pond begins at 8 AM. Rapala fishing rods are available at no charge for anyone who wants to fish but doesn't have gear. Learn to Fish sessions will be offered, covering basic fishing skills as well as tips on using the gear. As well participants can enjoy themed arts and crafts, a concession and door prizes through the day.

At 12:50 kids are invited to be part of a live fish release. Hatchery staff will transfer fish into buckets, allowing every child the opportunity to release their own bucket of fish into the Learn to Fish pond.

Prizes will be awarded through the day, including door prizes and derby prizes such as first fish, tagged fish or hidden weights. Participants are welcome to keep their catch and are encouraged to have a cooler on hand.

A pavilion at the pond has been added to provide more flexibility to enjoy a fishing experience in the sun or the rain, offering a covered area to convene or have lunch while at the hatchery. The refurbished visitor centre features updated information and more user-friendly signage, making it easier for families to enjoy a visit together.

Family Fishing Weekend began with a dozen events focused in the Lower Mainland, Vancouver Island and the Okanagan and has grown to offer events in nearly every corner of the Province. Fishing licence requirements are waived for the weekend, meaning Canadian residents can fish licence-free over the three days, although some requirements remain in effect. Details are posted on the BC Family Fishing website and the Fisheries and Oceans website.

“Coordinating events over the Father’s Day weekend is an opportunity to remind people fishing is often a social activity. It’s not only the solitary angler casting on a lake. It’s a way to spend quality time with other people in the outdoors,” says Family Fishing Society of BC President Wayne Saito. “We see all generations at Family Fishing Weekend events from the very young who will be holding a rod for the

first time to parents and grandparents proudly sharing their own fishing tips and techniques with the next generation.”

Family Fishing Weekend events to be held on the Lower Mainland:

Abbotsford	Fraser Valley Trout Hatchery	June 16
Coquitlam	Lafarge Lake	June 17
Chilliwack	Cultus lake	June 16
New Westminster	Port Royal Beach	June 17
North Vancouver	Rice Lake	June 17
Richmond	Berry’s Bait & Tackle	June 16/June 17
Whistler	Alta Lake	June 17
Squamish	Alice Lake	June 15

Events are supported by the Family Fishing Society and organized by Fish and Game clubs, the Conservation Officer Service, municipalities, community groups, and local businesses. A complete list of participating communities, locations, and event descriptions, along with step-by-step fishing instructions, can be found at www.bcfamilyfishing.com. Freshwater and tidal fishing regulations, including daily catch quotas, always apply; details are posted at www.pac.dfo-mpo.gc.ca or www.fishing.gov.bc.ca.

“Family Fishing Weekend is an ideal time to get set for the fishing season ahead,” says Provincial Coordinator of the Family Fishing Society of BC, Jessica Yarwood. “If a lack of experience or a lack of gear has been making someone hesitant we invite them to come to one of our events and give it a try. They may discover their new favorite sport!”

The Family Fishing Society of BC was established in 2001 to encourage new anglers as well as promote and coordinate Family Fishing Weekend and other angling initiatives targeted toward families and young people. 2018 marks the 19th year of the licence-free fishing weekend.

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Media Contact:

Jessica Yarwood
Provincial Coordinator
Family Fishing Society
778.242.5667
info@bcfamilyfishing.com
www.bcfamilyfishing.com