

NEWS RELEASE
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Freshwater Fisheries Society of British Columbia

GET YOUR FISHING TRIP STARTED ONLINE

VICTORIA – The Freshwater Fisheries Society of B.C. has added two innovative new online tools to its website to help experienced and aspiring anglers plan their next great fishing adventure from the comfort of their home computer. “By harnessing the power of YouTube and Google Earth, we’ve created some practical new tools that are certain to make most anglers next fishing adventure a bit more rewarding.” said FFSBC Vice President Brian Chan.

For years, the FFSBC has been offering novice anglers free fishing guides and tips on its website. This year we’ve taken the next step and created a series of YouTube fishing tutorials that will provide aspiring anglers with detailed information in an accessible video format. Hosted by well-known guide and angler Rodney Hsu, the tutorials offer information on fishing techniques, tackle and equipment, locations and a variety of other subjects.

The FFSBC has also two practical online tools designed to help anglers find information about which fishing locations best suit their needs. For the past few years anglers have been using the Fish Wizard map application to search for lakes individually. Now anglers can download a Google Earth map as a visual for all recently stocked lakes in BC. Each fishing icon on this map has links to Fish Wizard’s lake reports such as recent stocking activity and lake depth maps. Each icon will also represent a species stocked so the anglers have the option to view their targeted lakes. The new Stocked Lakes layer can be an important part of planning the ultimate fishing trip using the functionality of Google Earth such as driving directions and places of interest.

“Now anglers can purchase a freshwater fishing licence online, refresh their skills with our online tutorials, and plan their trip down to the final detail from any computer with internet access.” said Chan. “While we believe that going fishing is a great way to get the kids off the couch and into the great outdoors, they can now use tools that they are very familiar with to help make their fishing trip a success.”

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Anglers can:

- Purchase a freshwater licence at: <http://www.fishing.gov.bc.ca/>;
- Access our new YouTube tutorials at: <http://www.youtube.com/ffsbc>;
- Download a map of stocked lakes for Google Earth at: <http://www.gofishbc.com/kml>;
- Access the Fish Wizard tool at: <http://www.fishwizard.com>

For more information on the FFSBC's special programs, regional lake stocking information or free fishing tips, please visit our website at: www.gofishbc.com.

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