

FOR IMMEDIATE RELEASE  
June 3, 2019

**20<sup>th</sup> 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](http://www.bcfamilyfishing.com). Freshwater and tidal fishing regulations, including daily catch quotas, always apply; details are posted at [www.pac.dfo-mpo.gc.ca](http://www.pac.dfo-mpo.gc.ca) or [www.fishing.gov.bc.ca](http://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 20<sup>th</sup> year of the licence-free fishing weekend.

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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](http://fishingbc.com) to see the recreational fisheries and destinations we're sharing.

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FOR IMMEDIATE RELEASE  
September 19, 2018

### **Thompson Rivers University Student Earns Freshwater Fisheries Society of BC Scholarship**

**[Kamloops, B.C.]** Fish have always been a part of Janna Wale’s life. They are central to her family traditions, are an important food source and have a special place in many childhood memories. This deep connection fostered an interest in studying the natural world and how to protect it. To support her on this journey, Wale has received a \$1,500 scholarship from the Freshwater Fisheries Society of BC to support her studies at Thompson Rivers University.

Growing up in Hazelton, Wale and her sister were taught to respect fish and appreciate what the resource means to her family. As a child she watched her father and uncles traditionally harvest fish that would provide food through the year. Later, Wale participated in the annual salmon harvest – part of the Gitksan cultural system for thousands of years. She and her sister also joined her grandfather to fish on weekends when he patiently taught them how to cast and how to properly handle and release the fish they caught. These experiences and memories have translated into her lifelong love and appreciation of fish and fishing.

“With the understanding of how fishing shaped the culture and lifestyle of my ancestors and many other fishing nations, I became interested in recreational fisheries,” says Janna Wale. “Being selected as a recipient of this scholarship is a great honour for me as well as for my family. I cannot express how grateful I am for this opportunity, or tell you how much it means to have the Society support my education as well as my future. It will help me to achieve both my personal and academic goals, which will benefit British Columbia’s future fisheries management.”

When Wale was deciding on what to study for a post-secondary degree, her background in fishing and connection to the environment led her to Natural Resource Science. Already, partway through the degree, Wale has developed a greater appreciation and understanding of the factors that will help to preserve fish resources for generations to come. “I want to be a part of the generation of resource managers who make an impact on ecosystem health through the practice of sustainably.”

Since 2008, the Freshwater Fisheries Society of BC has awarded over \$60,000 in scholarships to 35 students. The scholarships recognize outstanding commitment to academic pursuits in the field of freshwater fisheries.

Freshwater Fisheries Society of BC scholarships are available to students enrolled in fish culture or natural resource management programs within a recognized post-secondary education institution in British Columbia. To be eligible, applicants must have completed at least their first year of post secondary studies and plan to continue as a student, with the intent of establishing a career in BC.

Scholarship applicants submitted a written or video essay outlining their experience, interests and chosen educational program along with a transcript and resume. Students were asked to explain how their interests and chosen studies will support BC’s freshwater fisheries industry and key goals such as research and habitat conservation. Submissions were received from 23 students attending post

secondary education institutions throughout the province. Other students selected for a scholarship were Torry Hoffos, Luc Turcotte and Lauren Elviss of University of Northern BC.

The Freshwater Fisheries Society of BC was created in 2003 as a private, not-for-profit organization, funded mainly through freshwater fishing licence revenues. In partnership with the Province, the Society annually stocks eight million trout, char and kokanee salmon in 800 B.C. lakes. It also manages special hatchery programs for endangered species including white sturgeon, conducts fisheries research, education and conservation programs and works to make angling more accessible for all. The Freshwater Fisheries Society of BC receives 100% of fishing licence revenue to invest in research, infrastructure and services to support freshwater fishing in BC. To find out more, visit [gofishbc.com](http://gofishbc.com).

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### **University of Northern BC Student Earns Freshwater Fisheries Society of BC Scholarship**

**[Prince George, B.C.]** An early curiosity about the natural world has led to the pursuit of a career in resource management for Lauren Elviss with a particular interest in the freshwater environment. Elviss has received a \$1,500 scholarship from the Freshwater Fisheries Society of BC to help advance her studies at the University of Northern B.C.

Elviss grew up in Richmond where proximity to the Pacific Ocean and Fraser River fostered her fascination with the aquatic side of the natural world. Childhood summers were spent exploring the beaches and forests on Gabriola Island, climbing trees, turning over rocks and picking up insects. At five years old, after watching a pod of orcas from the beach, she knew she wanted to be a biologist.

“In high school I volunteered at Orphaned Wildlife Rehab, which spurred me on to studying wildlife management. I also volunteered at the Beaty Biodiversity Museum as an interpreter, where I became interested in biodiversity and conservation education,” says Lauren Elviss. “I am very grateful to the Freshwater Fisheries Society of BC for this scholarship. I am looking forward to graduating with my Bachelor of Science in Resource Management and to my future work benefitting and improving British Columbia’s environments and ecosystems.”

This summer, Elviss got her first hands on experience in fisheries management, working for the Clearwater Trout Hatchery as a fish culture technician. “It was an amazing learning experience for me, and has made me seriously consider a career in fish culture or fisheries science after I graduate.”

Elviss received her Veterinary Office and Animal Care certificate from Douglas College in 2016. Following that she attended Langara College’s Environmental Science program before transferring to UNBC’s Wildlife and Fisheries Management program in 2018.

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FOR IMMEDIATE RELEASE  
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### **University of Northern BC Masters Student Earns Freshwater Fisheries Society of BC Scholarship**

**[Prince George, B.C.]** A long-time interest and appreciation of aquatic environments has led to Luc Turcotte's pursuit of a Master's degree from University of Northern BC with a focus on freshwater ecosystems. Turcotte's research and work has been recognized by the Freshwater Fisheries Society of BC, which awarded a \$1,500 scholarship to support the continuation of his studies in the freshwater fisheries field.

Turcotte grew up in Vancouver, relocating to Prince George after completing a bachelor's degree at Thompson Rivers University. Turcotte is completing his second year in the Master of Science program in Natural Resource Science.

"My research interests are in fish and fish habitat. For my graduate degree, I am investigating the incubation environment of coho salmon embryos in the Coldwater River, south of Merritt, B.C.," says Turcotte. "This field research started in the fall of 2017 and is ongoing, with plans for a second field season this fall, along with a paired lab study. The lab component will look at the effect of different levels of dissolved oxygen on incubation development of coho embryos."

Turcotte has traveled throughout B.C. conducting research focused on the collection of environmental data in the areas of fish and fish habitat, hydrology, surface water quality, and hydrogeology. "This work, along with the time I have spent outdoors fly-fishing on B.C. lakes and rivers, has instilled an appreciation and interest in B.C.'s unique aquatic environments. I am excited to contribute to our growing body of knowledge about these environments."

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### **University of Northern BC Student Earns Freshwater Fisheries Society of BC Scholarship**

**[Prince George, B.C.]** A lifetime spent appreciating the outdoors has nurtured a passion for natural history and the pursuit of a career in conservation for University of Northern BC student Torry Hoffos. Hoffos' commitment to conservation has been recognized by the Freshwater Fisheries Society of BC, which awarded a \$1,500 scholarship to support his completion of a Fish and Wildlife degree.

Hoffos grew up exploring the Williams Lake area. A significant part of his life has been spent outdoors learning about the natural world. These early experiences nurtured a passion for natural history and conservation.

"Over the past three years, I have had the opportunity to apply my interests to fisheries projects while working for the British Columbia Conservation Foundation," says Hoffos. "This has included two summers working as a River Guardian on the Dean River, as well as on many smaller lake projects around the Cariboo region."

Hoffos is completing his final year of a Fish and Wildlife degree at the University of Northern British Columbia. "I look forward to being able to move into a full-time career, and contribute to the conservation of British Columbia's valuable fish and wildlife species."

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