

Campbell River Economic Development Corporation



In Partnership with:



City of
Campbell
River



Media Release

March 25th, 2011

World Fishing Network Contest could award Campbell River with a \$25,000 Prize

Its official: the City of Campbell River, Tyee Marine and the Campbell River Economic Development Corporation (Rivercorp) have created a partnership to nominate and promote Campbell River for the World Fishing Network's contest "Ultimate Fishing Town Canada 2011!"

"Even if you are busy fishing, take the time to tell everyone why Campbell River is the 'reel' Salmon Capital of the World!" says Mayor Charlie Cornfield. "Tell them why we've got the best opportunities for saltwater, lake and river fishing. We're angling to get the attention we deserve and ultimately, lure more fisher folk to Campbell River."

Campbell River is known for its famous resident Roderick Haig-Brown who was an avid fly-fisher, a pioneering conservationist, an acclaimed author and a magistrate. His writing – 25 books and well over 200 articles and speeches – has influenced fisheries biologists, ecologists and countless others interested in the evolving relationship between people and nature.

The WFN, (channel 152 in Shaw's Sports Package), is giving away a grand prize of \$25,000 to be used for fishing-related causes, 10 Wave Spin Reels, a feature about the winning community produced and broadcast on WFN and WFN HD and an official cheque presentation and media event in June 2011. Supporters of Campbell River's effort to become 2011's "Ultimate Fishing Town Canada" can help by:

WFN Website: Log onto <http://www.wfnfishingtown.ca/home.php> and search for Campbell River's nomination. Enhance the Campbell River entry by adding your fishing photos, videos, stories and memories. Nominations finish April 8th and voting starts April 12. Everyone is welcome to vote for Campbell River.

Facebook: Log into your personal or business profile and "Like" the page: Campbell River – Ultimate Fishing Town Canada 2011. This site will provide updates about the contest and voting information. <http://www.facebook.com/pages/Campbell-River-WFNs-Ultimate-Fishing-Town-Canada-2011/189378534435776>

Great Gossip: Tell everyone you know... share the great news that Campbell River could win the \$25,000 grand prize, and fabulous recognition for being 2011's "Ultimate Fishing Town Canada!"

If your business is interested in becoming a voting station please contact Kerry Amos at Tyee Marine 250.287.2641 for details.

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