



Media Release

June 8, 2011

World Fishing Network Awards Campbell River with a \$2,000 Prize

Its official, the team at the World Fishing Network has awarded the Campbell River Economic Development Corporation, Rivercorp with the \$2,000 prize sponsored by the cable affiliate Shaw for being the community with the most contest votes in their service area.

The efforts pay off as the community, volunteers and partners from the City of Campbell River, Rivercorp, Tye Marine, 99.7 The River and Save-On-Foods joined together to rally Campbell River to vote.

"It's great to be awarded funds to invest in Campbell River's fishing industry. Campbell River is proud to be the 'reel' Salmon Capital of the World!" says Kerry Amos from Tye Marine. ***"We had a wonderful opportunity to nationally share Campbell River's successes in saltwater, lake and river fishing."***

"It's rewarding to have our efforts recognized by the World Fishing Network", says Andrea Knowles, Media & Promotions with Rivercorp. ***"Campbell River gained a lot of free positive exposure from the media by participating in the competition and that type of community promotion is priceless! A special thank you to all of the voters and volunteers that enabled Campbell River to win."***

In order for Campbell River to receive the prize money, the original nominating team needs to determine which fishing related event, location or cause the \$2,000 will go towards. The team is pleased to accept suggestions until Friday, June 17. Email your suggestions to tyemarine@telus.net or andrea.knowles@rivercorp.ca.

The Campbell River Economic Development Corporation, Rivercorp is responsible for Economic Development, Tourism Campbell River & Region and the Campbell River Visitor Centre.

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