



greenfish
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PRESS RELEASE

For Immediate Release



Greenfish Purchases Support Future Fisherman Foundation

SAN CLEMENTE, Calif. (October 29, 2010)—From technologically advanced material to just a cool logo, fishing enthusiasts are always on the lookout for new apparel that will help them be better anglers, or at least look like better anglers. Now, the line of snazzy-looking T-shirts, sweatshirts, hats and other products from [GreenFish](#) can help them do just that, and purchases of GreenFish apparel can help support the [Future Fisherman Foundation](#).

Each GreenFish product is emblazoned with eye-catching graphics that feature a conservation message, such as “Catch and Release.”

“I’ve been fishing my whole life and made a pledge to myself to release a lot more fish and generally be a more responsible angler,” said GreenFish founder Bryan Godber. “One day I was looking for a shirt that promoted catch and release but couldn’t find anything. It dawned on me there was no brand promoting more conservation, selective harvest, catch and release, responsible fishing ... and the ball started rolling from there.”

Godber also wanted the clothing to raise more than just awareness, so each purchase made on GreenFish’s website gives customers the chance to select an organization to which they would like to donate a portion of the proceeds. The Future Fisherman Foundation is one of those organizations.

“When friends of the Foundation are looking for a special gift for the angler in their life, we hope they’ll visit the GreenFish website and consider products that are not only high quality but which promote the idea of sustainable and responsible fishing,” said F3 Executive Director Keith Sutton. “GreenFish apparel would make a great Christmas gift this year, or something to buy for yourself to show you support fisheries conservation. And if you designate F3 as to be the recipient, part of every purchase will go to support the Foundation’s important youth-education programs such as Hooked on Fishing Not on Drugs and Physh Ed.”

“We then write a check to some amazing organizations like the Future Fisherman Foundation,” Godber said. “It’s our way of giving back.”

For more information on GreenFish, visit www.greenfishmovement.com.

For more information on the Future Fisherman Foundation’s cause-related marketing program and to become a partner, please contact Executive Director Keith Sutton at (703) 402-3623 or ksutton@futurefisherman.org.



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Established in 1986, the Future Fisherman Foundation unites the sportfishing industry and a nationwide network of state outdoor educators, national conservation groups and youth organizations dedicated to introducing America's youth to angling and the outdoors. These efforts help people of all ages have safe and enjoyable fishing experiences that foster conservation ethics.

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