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## GreenFish News Release

August 1, 2010

### GreenFish Sponsors SOFTIN 2<sup>nd</sup> Annual Car Show

CAMARILLO, CALIFORNIA — The first lifestyle brand dedicated to promoting sustainable fishing, GreenFish, [www.greenfishmovement.com](http://www.greenfishmovement.com), was proud to be a sponsor of the 2<sup>nd</sup> annual SOFTIN Car Show with 100% of the proceeds going to the disabled, mentally impaired, victims of abuse, elderly and youth at risk on July 25<sup>th</sup> 2010.

SOFTIN's mission is to teach enabling life skills and sense of self esteem to the challenged through one-on-one hands-on educational lessons and experiences at sea.

"We would like to thank GreenFish for their support at this great event," explains Captain David Bacon, President of SOFTIN. "SOFTIN fully embraces sustainable fishing practices such as catch and release and it is very exciting to see a new brand like GreenFish help us promote this fishing lifestyle. We look forward to working closely with GreenFish to promote recreational fishing and conservation, and help those in need through our efforts at SOFTIN."

GreenFish Founder Bryan Godber explains, "The SOFTIN Annual car show is for a great cause and we are excited to be a part of it. We look forward to working with Captain David Bacon in his efforts at SOFTIN to promote fishing and conservation to those in need, two causes which are extremely important to us at GreenFish."

For more information visit [www.greenfishmovement.com](http://www.greenfishmovement.com)