

## GreenFish News Release

August 10, 2010

### GreenFish Sponsors Bowman Bluewater's "Flying Mako 2010" Tournament

SAN DIEGO, 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 2010 "Flying Mako" catch and release fly fishing tournament put on by Bowman Bluewater guides in San Diego, California on August 5 – 6.

The message and purpose of the tournament is sustainability, conservation and sound management of Mako sharks and other apex predators. Proceeds from this unique charitable event will continue to support scientific research on Shortfin Mako sharks (*Isurus oxyrinchus* or "sharp nose"). The Pacific Ocean off of Southern California is known as the Southern California bight and is a nursery for the juvenile Mako sharks. These juvenile fish typically range in size from 10 to 250 lbs with 50 to 100 lbs fish the most frequently encountered size.

"It's an honor to have GreenFish as part of the Flying Mako tournament," stated Conway Bowman, who runs Bowman Bluewater Guides and organized the Flying Mako Tournament. "Working with such a like-minded and cool company like GreenFish only helps promote the practice of catch and release and sustainable fishing. It's crucial that catch and release shark fishing is practiced for all sharks and Greenfish can help spread the word."

GreenFish Founder Bryan Godber explains, "This tournament is for a great cause and we are thrilled to be a part of it. We look forward to working with Conway Bowman and his team for future Flying Mako events. Conway is on the forefront of promoting sustainable fishing and we are excited to join forces."

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

