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## GreenFish News Release

September 6, 2010

FOR IMMEDIATE RELEASE

### Jeff Krieger Joins the GreenFish Ambassador Team

SAN CLEMENTE — The first lifestyle brand dedicated to promoting sustainable fishing, GreenFish [ [www.greenfishmovement.com](http://www.greenfishmovement.com) ], announced that kayak fishing icon Jeff Krieger has joined their team of Ambassadors promoting responsible and sustainable fishing.

Jeff is known as one of the original, modern day kayak anglers. Jeff started guiding in 1990. He guides kayak fishing adventures from entry level to advanced in the Los Angeles-Santa Barbara area, Catalina Island, as well as his yearly groups trip to Central California and a annual trip back to the Hawaiian Islands where he guides pre-booked clients. Featured in two episodes of the Inside Sportfishing television show, Threshers Yak Style and Marlin from the Kayak, Jeff is also featured in the book, "Kayak Fishing the Revolution", by Ken Daubert

According to Krieger, "I believe in the Green Fish Movement because I have seen the need in my personal, guided and sport boat fishing trips to practice more catch and release, and to not kill everything that we catch. In Hawaii for years Marlin were kept on our family boat and used for a food source, now we release all our Marlin."

"Kayak trips have always yielded many Kelp Bass, but over the years I have seen diminishing stocks, and so when I guide these days I encourage my clients to release these slow to grow fish. Same holds true for many other species that I target. 'Catch, photograph, and release' needs to be taught to everyone who enjoys spending time fishing, so that we can continue to go out and spend time doing what we love in a healthy marine or aquatic environment."

Founder Bryan Godber explains, "It's great to have Jeff on board representing the kayak fishing community. We are very excited to work with Jeff and the kayak fishing community to ensure that our fisheries and sport we love are around for future generations. Jeff is a true believer in catch and release and selective harvest, and we look forward to collaborating with him."

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