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## GreenFish Press Release

June 29, 2010

FOR IMMEDIATE RELEASE

### GreenFish Donates to FishAmerica's Gulf Fund

SAN CLEMENTE — The first lifestyle brand dedicated to promoting sustainable fishing, GreenFish [ [www.greenfishmovement.com](http://www.greenfishmovement.com) ], made a donation of an undisclosed amount to FishAmerica's Gulf Fund program as part of the company's 1% For The Planet membership obligation.

The FishAmerica Foundation is the conservation and research foundation of the American Sport fishing Association—keeping our nation's fish and waters healthy. FishAmerica provides grants to non-profits, conservation minded groups to enhance fish populations, restore fisheries habitat, improve water quality and advance fisheries research to improve sport fishing opportunities and success.

FishAmerica unites the sport fishing and boating industry with non-endemic corporations, foundations and government agencies to invest in fisheries and habitat in the US and Canada. Since 1983, FishAmerica has awarded nearly \$9 million to more than 900 projects in all fifty states and Canada.

The FishAmerica Foundation has expanded its Gulf Fund grant program to include fisheries and their habitats that are expected to be impacted by the continuing oil leak in the Gulf of Mexico. The Gulf Fund was established in 2005 to provide funding for restoring fisheries habitat and recreational fishing facilities devastated by Hurricanes Katrina and Rita.

Founder Bryan Godber explains, "GreenFish is proud to support an organization such as FishAmerica which fights to protect our fisheries and sport of recreational fishing. While our donation is relatively small as we are a startup operation, our intentions are large and we look forward for continued collaboration and support to organizations such as FishAmerica."

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