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## GreenFish Press Release

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FOR IMMEDIATE RELEASE

### Jim Sammons 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 Jim Sammons has joined their team of Ambassadors promoting responsible and sustainable fishing.

Jim holds the distinction of landing the first, and only California caught Marlin from a kayak. He has also landed Thresher sharks up to two hundred pounds and a personal best Yellowtail of forty five pounds all while fishing the La Jolla coast from his Ocean Kayak. Some of Jim's proudest accomplishments are guiding more clients to Billfish from a kayak than any other kayak fishing guide in the world, starting the La Jolla Kayak Fishing Billfish club, and setting kayak fishing records with a 65 pound bull Dorado and a 125 pound Yellowfin Tuna.

Jim is an IGFA certified, and California Department of Fish and game licensed guide and runs La Jolla Kayak Fishing Adventures instructional trips locally as well as guiding trips to northern and southern Baja. A contributing writer with several fishing publications Jim loves the opportunity to give tips and relay stories of successful kayak fishing adventures.

According to Sammons, "I am very excited to join the GreenFish Ambassador team. Being made up of anglers themselves, GreenFish has a great model of promoting sustainable fishing from within the fishing industry, and I'm looking forward to helping them promote their brand and message throughout the kayak fishing community."

Founder Bryan Godber explains, "It's awesome to have Jim on board representing the kayak fishing community. As an icon and leader in the industry, Jim's membership on our Ambassador team is yet another signal that there is a fundamental shift towards responsible fishing taking place. We are happy to be a part of this movement, and excited to work with Jim and the kayak fishing community to ensure that our fisheries and sport we love are around for future generations."

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