



FOR IMMEDIATE RELEASE

Recycled Fish 24 Hour Fish-A-Thon 2010

Recycled Fish, A Non-Profit Corporation

www.RecycledFish.org (402) 873-7255

Recycled Fish Press Contact: Teeg Stouffer | 253.906.0420 | fishrecycler@recycledfish.org

Boat US Press Contact: D. Scott Croft | 703.461.2864 | SCroft@BoatUS.com

Photo Available at: <http://www.BoatUS.com/pressroom/preview/mg/hiRes/500.jpg>

Photo Caption: Kevin Workman of Lincoln NE, shows off his catch during his "fishing trip of a lifetime" with PAA Pro Angler Kurt Dove at Lake Amistad, TX.

Win a Fishing Trip with PAA Pro or to Minnesota's Spring Bay Resort by entering the Recycled Fish 24-Hour Fish-A-Thon

Help Conserve Habitat; Deadline to Enter August 10

NEBRASKA CITY, NE – JUNE 15, 2010 - Would you like to have a chance to fish with a Professional Anglers Association (PAA) tour-level pro, or take a once-in-a-lifetime fishing getaway to a remote lodge?

Either one could be yours if you enter and win the second annual 24-Hour Fish-A-Thon slated for September 10-11. Organized by Recycled Fish <<http://www.RecycledFish.org>> and presented by BoatUS Angler <<http://www.BoatUSAngler.com>>, the tournament will raise funds to help support responsible fishing education and improve fish habitat. Anglers have until August 10 to register their team. So far, over two-dozen teams from across North America have signed up.

Open to freshwater anglers everywhere, you can begin by becoming a Fish-A-Thon Ambassador at www.RecycledFish.org/FishAThon <<http://www.RecycledFish.org/FishAThon>> , and sign up your team of two to four anglers. Each team commits to fish their selected body of water for 24 hours straight and secures pledges from family, friends or co-workers for each hour they fish, which typically range from \$10 to \$75 an hour.

Lines are cast Friday, September 10 at 6 pm until Saturday, September 11 at 6 pm. During the event anglers are also encouraged to pick up any trash and use tackle that is easier on the environment, such as lead-free weights or biodegradable baits and lures. They also agree to practice responsible catch-and-release tactics. Participating anglers take photos of their fish and self-score their catch at the online Angling Masters Fish Calculator <<http://www.anglingmasters.com/index.aspx?too=2003&eve=4>>, then submit their score to the Fish-A-Thon administrator.

The Ambassador with the team who raises the most funds will win the first prize -- their choice of a guided trip for two including airfare and lodging with a PAA <<http://fishpaa.com>> tour-level pro or a four-day/three-night fishing lodge getaway at Spring Bay Resort <<http://www.springbayresort.com>> on Lake Vermillion, MN (airfare also included for two). The Ambassador on the team with highest score gets the other prize.

The roster of PAA pros to choose from include: John Crews at Smith Mountain Lake, VA; Dave Mansue at Toledo Bend, TX / LA; Brian Snowden at Table Rock Lake, MO; Chad Morgenthaler (location TBD); and Matt Reed in Texas. Additional prizes from Berkley, Dick's Sporting Goods and Dragon's Custom Rods include tackle packages, apparel, gift cards, and custom-built rods. Prizes are also given for the best photos, the most "unusual" trash picked up and more.

Proceeds are donated to Recycled Fish and the non-profit BoatUS Foundation for Boating Safety and Clean Water <<http://www.BoatUS.com/foundation>> to support responsible fishing practices and waterway stewardship programs.

For complete Fish-A-Thon information and rules, go to www.RecycledFish.org <<http://www.RecycledFish.org>>, or contact Buddy Johns at buddy@recycledfish.org.

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About Recycled Fish:

Recycled Fish is the national non-profit organization of "anglers living a lifestyle of stewardship both on and off the water, because our lifestyle runs downstream." The Recycled Fish "Sportsman's Stewardship Pledge" invites anglers to embrace the Stewardship Ethic and join the organization, free of charge. The SAFE Angling Program -- Sustaining Angling, Fish and Ecosystems -- is a way to help anglers embrace a lifestyle of stewardship on the water. It involves catch and release fishing, including the use of single barbless hooks, biodegradable lures, and non-toxic lead-free weights. Recycled Fish also strives to educate anglers about invasive species, habitat loss, waterway litter and pollution prevention, urban fisheries, and increase participation in recreational fishing for both adults and children. For more information on the 501(c)3 group go to: www.RecycledFish.org <<http://www.RecycledFish.org>> .

About BoatUS Angler:

BoatUS Angler is a program from the nation's largest association of recreational boaters whose mission is to protect the interests of boat-owning anglers, increase boating safety, provide consumer assistance and ensure fishing remains worry-free. It offers on-the-water towing, roadside assistance and angler's boat insurance. For more information, go to www.BoatUSAngler.com <<http://www.BoatUSAngler.com>> or call (866) 906-0013.

About BoatUS Foundation for Boating Safety and Clean Water:

Founded in 1981 and largely funded by the half a million recreational boat owning members of BoatUS, the non-profit 501(c)3 BoatUS Foundation for Boating Safety and Clean Water is an innovative leader promoting safe, clean and responsible boating. Some nationwide programs include Clean Water Grants, Fishing Line Recycling and Help Stop The Drops, a clean refueling campaign designed to keep accidental spills out of the water. It provides educational outreach directly to boaters with the aim of reducing accidents and fatalities, increasing stewardship of America's waterways and keeping boating safe for all. For more information, go to www.BoatUS.com/foundation <<http://www.BoatUS.com/foundation>> .