

PRESS RELEASE



FOR IMMEDIATE RELEASE

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“FISHING IN SCHOOLS” WINS TEACHERS + MORE!

*NATIONAL FISHING IN SCHOOLS PROGRAM (NFSP)
WINS “BEST YOUTH SPECIFIC PRODUCT”*

RENO, Nevada (August 20, 2012) The National Fishing in Schools Program (NFSP) has, for the 2nd consecutive year, been recognized by the International Fly Tackle Dealer (IFTD) tradeshow for a product created specifically as an educational tool for youth used in schools nationwide.

The newly designed “CasTarget” features a lifelike photographic image of a pristine wilderness stream. Teachers of the NFSP curriculum “*Cast A Fly, Catch A Student*” may now utilize an additional backdrop to teach students about local habitat pertaining to various fish and fly species.

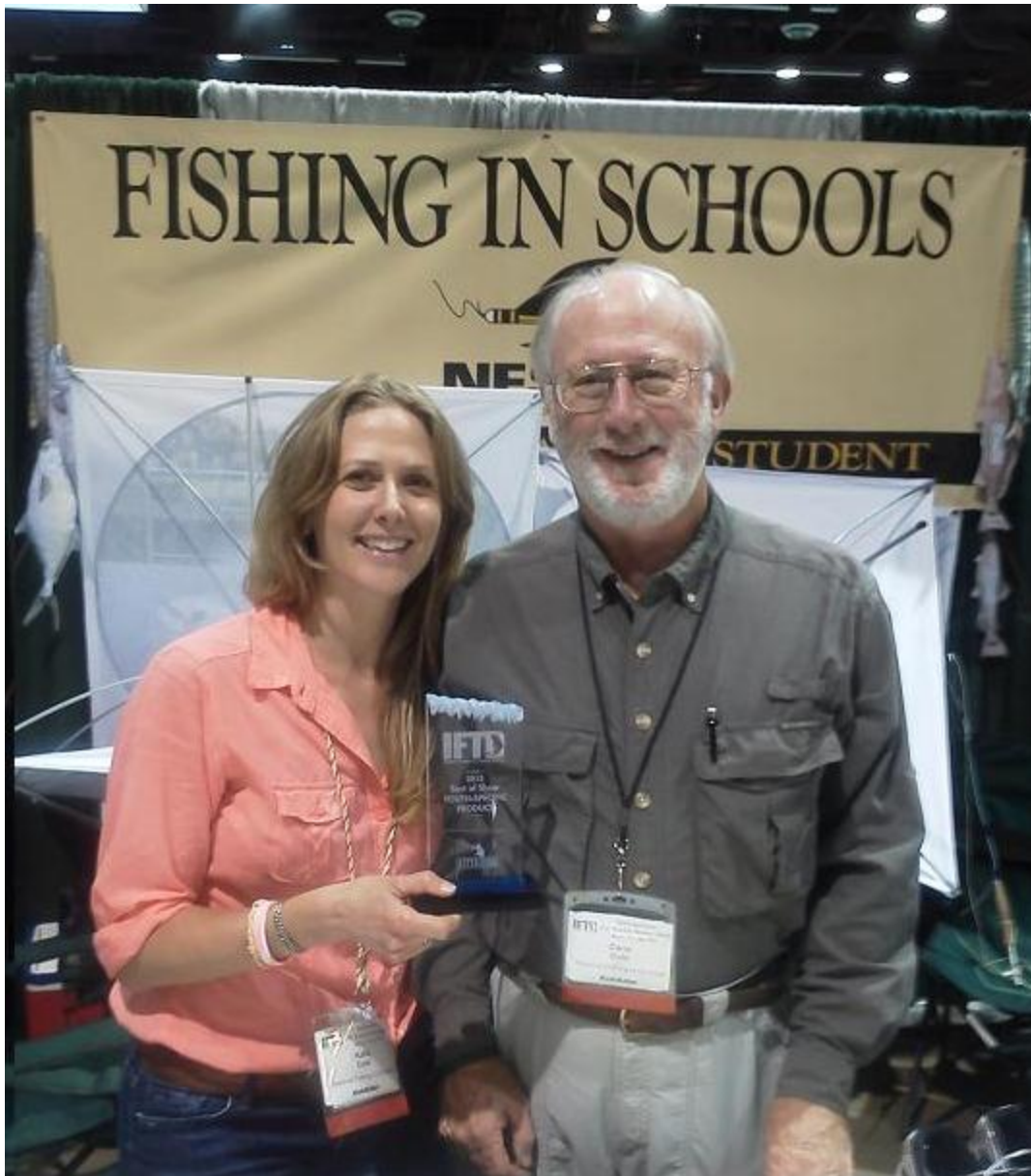
The National Fishing in Schools Program is currently deployed in more than a dozen states and growing. This 10 week course, approved by the State Boards of Education, enables middle school and high school students to earn education credits while learning to fly fish, tie knots, and explore aquatic entomology. Students also learn about the importance of water quality and habitat conservation. The National Fishing in Schools Program curriculum and activities correlate to USA National Standards in PE, Technology, Science and Language Arts.

According to Randi Swisher, IFTD Show Director, “*The realistic representation of aquatic habitat portrayed in this target is a prime example of the high quality NFSP curriculum. It will be applauded by teachers, students and all who appreciate excellence in outdoor education. We’re excited to recommend such an incredible educational resource for teaching fly-fishing to America’s next generation of enthusiasts.*”

With support and funding from the Recreational Boating and Fishing Foundation and State and Federal Fish and Wildlife Agencies, and donations from public and private companies and individuals, NFSP hopes to reach 500 schools across the US and teach 225,000 youth by 2015. Regional trainings are available for both teachers and mentors interested in the program.

Additional information available on the National Fishing in Schools website: www.flyfishinginschools.org

See photo attachment



Pictured above:

Katie M. Cole, Program Manager for the National Fishing in Schools Program,
accompanied by her father, Dana C. Cole, Founder/Director - National Fishing in Schools Program

Tags: education, k-12, outdoor education, fishing, fly-fishing