



NEW CHAIRMAN'S AWARDS HANDED OUT

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For Immediate Release

Toronto, ON: The Canadian Sportfishing Industry Association honoured three individuals and an organization last week for their contribution to the recreational fishing industry.

At the CSIA's Annual General Meeting last Friday in Toronto, outgoing President Tom Brooke recognized the efforts of those who have helped the CSIA promote the benefits of recreational fishing by presenting the new **Chairman's Award**. **Mike Melnik of Impact Communications in Peterborough, Ontario** received an award for an outstanding job in the media promotion of National Fishing Week (NFW). **Rob Morton of Wow TV, also of Peterborough, ON** won for his unique work on the catchfishing.com website and the National Fishing Week television public service announcements. **Patrick Campeau of Quebec** was recognized for his work in promoting NFW in his home province. Brooke also presented a Chairman's award to the **Sport Fishing Institute of B.C.** for its contribution to the recreational fishing industry.

"These three individuals and everyone at the Sport Fishing Institute of BC deserve this recognition," stated Brooke. "In their own way, each has worked very hard to promote the benefits and importance of recreational fishing as a Canadian heritage activity."

Also in attendance was The Honourable Loyola Hearn, Minister of Fisheries and Oceans, Canada, who addressed the assembled members of the CSIA.

National Fishing Week, now in its 8th year, will take place July 1 – 8 with the theme Take Someone Special Fishing.

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