

**Canadian Sportfishing Industry Association News Release
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Outdoor Industry Association Endorses New Federal Caucus

Peterborough, Ont. – The recent invitation letter from the Hon. Garry Breitkreuz to all federal Member's of Parliament and the Senate, asking them to join the newly created non-partisan Outdoor Caucus, has been welcomed enthusiastically by the Canadian Sportfishing Industry Association (CSIA).

The Outdoor Caucus will serve as a non-partisan voice of those who enjoy the traditional Canadian outdoor activities including fishing, hunting, trapping and recreational target shooting. It will create a forum for open discussion by MPs from all parties prior to issues being brought to party Caucus forums.

“The foresight shown by Mr. Breitkreuz in bringing together MP's and Senators from all parties on behalf of our traditional outdoor pursuits is unprecedented in Canada – and very welcome news for the fishing industry,” said Tom Brooke, President of CSIA .

The Mission Statement for the Outdoor Caucus places environmental conservation as the highest priority, in recognition of the fact that people who fish and hunt do more for improving and restoring fish and wildlife habitat, than all other environmental groups combined.

Referring to the millions of Canadians who participate in angling, hunting, trapping and shooting sports, Mr. Breitkreuz wrote to his colleagues, “They have given our country a conservation legacy of which we can be very proud. It is vital that the interests of this vast group of Canadians be recognized by Members of Parliament and Senators from all parties.” The Outdoor Caucus invitation is already receiving a positive response from MP's who value the importance of this major, but often unrecognized constituency.

Describing the Outdoor Caucus initiative as “very progressive and well informed” CSIA Government Affairs Committee Chair Phil Morlock commented, “The success of fish and wildlife restoration, management and conservation is unequaled in the world, and for over 100 years people who fish and hunt have always been the essential catalyst to this success in Canada . In our increasingly urban society these facts are often overlooked. It is very reassuring that Mr. Breitkreuz clearly understands the expanding relevance and non-partisan nature of fishing, hunting and trapping in the 21st century – and he is willing to take a leadership position across all party lines to protect these important outdoor heritage values.”

Federal government figures indicate over 5 million Canadians purchase fishing and hunting licenses annually – and there are millions of additional residents including young people and seniors who are not required to have a license, who enjoy fishing in all regions of the country.

CSIA President Tom Brooke said, “There are eight million Canadians who fish and hundreds of thousands of people visit Canada to fish. Recreational fishing contributes billions of dollars to Canada's economy each year.” Mr. Brooke continued, “Our customers who fish and hunt are responsible users of our renewable natural resources – and responsible citizens deserve well informed elected representatives. We congratulate Mr. Breitkreuz for his initiative in forming the Parliamentary Outdoor Caucus.”

For more information or to arrange an interview, contact Mike Melnik at Impact Communications: 888-296-8978 or mike@impactcom.ca