

FOR IMMEDIATE RELEASE

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Redington & Sage Donate Big to the Midnight Sun FlyCasters & Alaska Department of Fish and Game

BAINBRIDGE ISLAND, WA – The Midnight Sun Flycasters (MSFC), of Fairbanks, Alaska, secured a large donation from two of the most recognized companies in the fly-fishing industry, Redington Tackle and Apparel Co. (www.redington.com) and Sage (www.sageflyfish.com), earlier this week.

Annually, MSFC organizes a Kid's Camp for children ages 10 – 16 years old at Twin Bears Camp at 30-mile Chena Hot Springs Road, outside Fairbanks. This year celebrates the tenth year such a camp has successfully taken place. The camp curriculum includes: fly casting, fly tying, knot tying, fishing ethics, tackle talk (putting it all together) and entomology (the study of bugs). The Alaska Department of Fish and Game even stocks the lake at Twin Bears the week before so the kids can actually catch fish with their newly learned skills.

This year, skills will be learned and honed using a new camp set of Redington 5, 6 and 7 weight rods. The company also donated new lines, leaders and tippets to replace worn tackle. At the end of the camp, each child will receive goodies from both Redington and Sage. Take home goodies donated include t-shirts, fly sets, stickers, and beanies.

"This fits right in with our mission." Marketing Assistant Karen Curry says, "We've made it a priority to support organizations that make a committed effort to outdoor educational programs, especially aimed at children and young adults. It feels good for all of us to give back." Curry is a born and raised Fairbanksan.

She continues, "Fishing is a mature industry and a mature sport. Nationwide, there has been a definite decrease in the issuing of licenses. The reality is that less and less children are being taught outdoor skills like fishing. It is our general feeling that these programs have residual value for children. When they are introduced to outdoor activities, they learn other things, like respect for water uses, land uses and wildlife."

Redington Tackle and Apparel Co. has been designing and producing quality, moderately priced tackle, apparel, waders and accessories since 1993. Sage, established in 1980, is one of the most respected and revered fishing companies in the industry offering state-of-the-art, domestically made rods.

For more information:

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