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Sage, Redington & Rio Contribute to New Felt Soul Media Documentary

BAINBRIDGE ISLAND, WA – Three of the most recognized companies in the fly-fishing industry, Sage (www.sageflyfish.com), Redington Tackle and Apparel Co. (www.redington.com) and Rio Products International (www.rioproducts.com) have donated a combined \$10,000 to a new film project by Felt Soul Media, an award-winning documentary team.

The 45-minute documentary, titled *Red Gold*, will focus on the issues and concerns commercial, sport and subsistence anglers have with the Pebble Mine, an open pit copper, gold and molybdenum mine proposed for the heart of Bristol Bay. The Bristol Bay watershed is home to one of the most important fisheries in the world. The area, roughly the size of Wisconsin, serves as the spawning and rearing habitat for all Pacific wild salmon species, including the largest wild Sockeye salmon run in North America. In addition, the Bristol Bay watershed possibly holds the world's finest trophy rainbow trout. Abundant populations of mammals and waterfowl all depend on the health of this intact ecosystem as well.

According to the Environmental Protection Agency, the hard-rock mining industry is the single largest source of toxic releases in the United States. If constructed, the mine will produce three billion tons of waste over its 30 – 60 year life. In addition to the toxic threat to the ecosystem, the landscape of this region will be transformed drastically. A 100-mile road will cut across the region to the Cook Inlet and at least five massive earthen dams will be built as tailing ponds (holding areas for toxic waste) on the North and South fork of the Koktuli River at the headwaters of the Bristol Bay. Eventually, one dam will be over 4 miles long and 740 feet high. Another will be 2.9 miles long and 700 feet high. These are larger than the Hoover and Grand Coulee dams and dwarf the world's largest dam – the Three Gorges in China - which is 1.4 miles long and 607 feet high. It is also worth stressing that these are earthen dams, not concrete like the others. In an area along the Pacific Rim, in one of the most seismically active regions in Alaska, the integrity of the dams are in question.

Compromising the health and vitality of this ecosystem produces an unacceptable risk for the fishing and fly-fishing industries, subsistence and commercial fishermen, and hunting and fishing tourism businesses operating in this area. By helping to fund a high-definition film project about this area, and partnering with Trout Unlimited Alaska's communication team, the project will create maximum awareness for what is at stake with the proposed Pebble Mine and the possible impacts it could have on the Bristol Bay fishery.

As a cutting-edge producer of fly fishing films, Felt Soul Media is uniquely positioned to bring the magic of Bristol Bay to light. Using the momentum and experience gained in the making of their initial films, *The Hatch* (Winner Best Documentary Gotham Film Festival 2005, Finalist in the Banff & Telluride Mountain Film Festivals 2005) and *Running Down the Man* (Winner Best Film at The Drake magazine's Fly Fishing Film Festival 2006, Finalist Taos Mountain Film Festival 2006), Felt Soul Media is poised to create a profound and moving film.

Information About the Donation:

Ongoing commitments to this project and to the health of the Bristol Bay fishery are anticipated by Far Bank Enterprise, the Seattle-based holding company for Sage Manufacturing, Redington Tackle and Apparel and Rio Products International. Conservation of major fisheries that are threatened is of paramount importance to the company.

For More Information:

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