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BC Wildlife Federation Echoes Results of Sport Fishing Study

VANCOUVER, BC — The 35,000-plus members of BC Wildlife Federation are pleased with the publication of the recent findings of a new freshwater sport fishing study that puts the economic investments of being a sport angler in B.C. into perspective.

The study, released on November 19th by the Freshwater Fisheries Society of B.C., re-affirms the immense value of sport fishing to the B.C. economy, citing it as a "\$500-million a year industry" that far exceeds consumer spending into other sport activities such as down-hill skiing.

"Sport fishing is only one of many other recreational activities that our membership participates in. The investments into the economy sport anglers alone represent only a fraction of the true investment into the outdoor recreation industry in which our members are engaged." states Patti MacAhonic, executive director of BC Wildlife Federation. "This puts a half-a-billion-dollar investment into perspective with all other outdoor recreation, such as hunting, hiking, boating, and camping, demonstrating the scope of economic contributions that are injected into this province by the outdoor sector which includes BC Wildlife Federation membership."

BC Wildlife Federation manages a number of programs which recruit and engage BC residents of all ages, genders and abilities to participate in outdoor recreation, including fishing. As well as certifying nearly 7,000 graduates through the Conservation and Outdoor Recreation Program each year, a provincially-delivered program in partnership with the Ministry of Environment, BCWF also offers Fishing Forever, which offers excursions for people with physical barriers who want fish, learn to fish, or just want to enjoy the outdoors. BCWF also offers a new fishing program, Angling Ambassador, in partnership with Freshwater Fisheries Society, which teaches families how to fish, National Archery in the Schools, and Becoming an Outdoors Woman (BOW) another popular BCWF program that provides women 19 years or older an annual weekend adventure where they can learn outdoor skills such as fishing, shooting, and hunting.

"These programs recruit new outdoor enthusiasts, anglers and hunters, young and old and from all walks of life, by providing them with opportunities, skills and positive outdoors experiences. These skills and passions are passed to new generations of outdoor enthusiasts and conservationists who will continue these investments that are conducive to family values and healthy living for a life-time and beyond." continues MacAhonic.

She further adds that, while she is not surprised by the findings of the study, she is very pleased the economic value of the sport fishing industry has a demonstrated dollar value that is measurable. For BCWF, this validates the core mandate of conservation of fish and wildlife and their habitat, for now and future generations.

"It offers us a window into understanding so much more than the financial contributions of our membership. It impresses the importance of protecting and enhancing natural habitats in our province beyond industry and economics. It affirms the value and importance of protecting and

enhancing our resources in B.C. for the pure enjoyment of being able to connect back to, and thus be responsible for, the natural resources with which we have been bestowed.”

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For further information contact Patti MacAhonic, Executive Director of the BCWF at 604-291-9990 extension 230 or at patti@bcwf.bc.ca.

The BCWF is a province-wide voluntary conservation organization representing over 35,000 British Columbian members whose aims are to protect, enhance and promote the wise use of the environment for the benefit of present and future generations.

The B.C. Wildlife Federation was incorporated under the B.C. Societies Act in 1951 and it became a registered charity in 1969. The Federation is British Columbia's largest and oldest conservation

organization.

Economic Impacts of Freshwater Sport Fishing in BC

(12 page study)

http://www.gofishbc.com/docs/freshwater%20fishing_s%20economic%20impact.pdf

Freshwater Sport Fishing in BC

(64 page study)

<http://www.gofishbc.com/docs/freshwater%20sport%20fishing%20in%20bc.pdf><http://www.theglobeandmail.com/news/national/bc-lands-500-million-a-year-from-sport-fishing/article1367521/>