

FOR IMMEDIATE RELEASE
September 10, 2019

BCIT Student Earns Freshwater Fisheries Society of BC Scholarship

[Victoria, B.C.] A lifelong drive to make a difference combined with a passion for the outdoors has earned BCIT student Chenoa Flack a \$1,500 scholarship from the Freshwater Fisheries Society of BC. The scholarship will further her study in the Fish, Wildlife and Recreation program and help her pursue a meaningful career in fisheries conservation or research.

Growing up in Chilliwack, Flack enjoyed a childhood spent exploring B.C. with her family. Her appreciation for sport fishing and outdoor recreation began at an early age, including spending time fishing on the Vedder River and in the surrounding wild spaces.

After earning a Bachelor's degree in Chemical Biology from Thompson Rivers University, Flack volunteered with BC Wildlife Park in Kamloops which inspired her to work in conservation. In her first year at BCIT she discovered the world of fish ecology. She is currently volunteering at the Noons Creek Hatchery in Port Moody.

"My interests and hobbies have continued to gravitate back to the outdoors. Resource management is my true calling and will be a career that fosters my need for life-long learning and innovation," says Flack. "I hope to use my genetics background and analytical skills in tandem with my new knowledge to help to solve current issues in our fisheries, such as infectious disease transfer and sea lice control."

As a life-long outdoor enthusiast with a biology background, Flack's interests have taken her through a variety of experiences gained through jobs in laboratory science and veterinary medicine. The combination of experiences paired with her educational background will provide a unique perspective for furthering the science of resource management.

"Many applications were from students in resource management and ecological restoration programs," says Tammy Longbottom, HR Director, Freshwater Fisheries Society of BC. "There is a great deal of interest in the stewardship of our freshwater habitats and we are excited to support these students as they become strong contributors in the field."

Since 2008, the Freshwater Fisheries Society of BC has awarded over \$66,000 in scholarships to 39 students. The scholarships recognize outstanding commitment to academic pursuits in the field of freshwater fisheries. Other students selected for a scholarship were Mark Frisson of Vancouver Island University, Katie Zinn of University of British Columbia and Kate O'Neill of BCIT and Simon Fraser University joint masters program.

Freshwater Fisheries Society of BC scholarships are available to students enrolled in fish culture or natural resource management programs within a recognized post-secondary education institution in British Columbia. To be eligible, applicants must have completed at least their first year of post secondary studies and plan to continue as a student, with the intent of establishing a career in B.C.

Scholarship applicants submitted a written or video essay outlining their experience, interests and chosen educational program, along with a transcript and resume. Students explained how their interests and chosen studies will support key goals of BC's freshwater fisheries industry such as research and habitat conservation. Submissions were received from 17 students attending post-secondary education institutions throughout the province.

The Freshwater Fisheries Society of BC was created in 2003 as a private, not-for-profit organization, funded mainly through freshwater fishing licence revenues. In partnership with the Province, the Society annually stocks over six million trout, char and kokanee salmon in 800 B.C. lakes. It also manages special hatchery programs for endangered species including white sturgeon, conducts fisheries research, education and conservation programs and works to make angling more accessible for all. The Freshwater Fisheries Society of BC receives 100% of fishing licence revenue to invest in research, infrastructure and services to support freshwater fishing in B.C. To find out more, visit gofishbc.com.

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September 10, 2019

Ecological Restoration Masters Student Earns Freshwater Fisheries Society of BC Scholarship

From an early age Kate O'Neill had a love for the aquatic environment. Her desire to add to the body of knowledge to protect freshwater fisheries and restore, protect, and conserve streams in B.C. has earned her a \$1,500 scholarship from the Freshwater Fisheries Society of BC. The scholarship will support O'Neill as she embarks on her second year in the Masters in Ecological Restoration, a joint program between the British Columbia Institute of Technology and Simon Fraser University.

Growing up on Lake Superior fostered O'Neill's curiosity and passion for freshwater environments. From hiking and canoeing to snorkeling and fishing for lake trout at the family cabin, her aquatic interest always remained at the forefront. Her passion for a career in the environmental field began with her first job. As an Ontario Ranger with the Ontario Ministry of Natural Resources she was involved with a variety of environmental stewardship projects, something she could envision doing for the rest of her life.

O'Neill graduated with a Bachelor of Science, Honours in Environmental Science from the University of Guelph in 2013. While she completed her undergraduate degree, she worked a summer job as an assistant aquatic biologist, conducting research with the Centre for Northern Forest Ecosystem Research in Thunder Bay, Ontario. "Our aim was to better understand the effects of forestry on the aquatic environment. That job really sparked my interest in aquatic biology and defined my education and career path," says O'Neill.

"I have been conducting my Masters research on the Tsolum River in the Comox Valley, with the aim of identifying groundwater and surface water interactions using temperature loggers," says O'Neill.

"Identifying, protecting, and restoring critical thermal refugia for salmonids will be especially important in the face of our changing climate. I would like to continue to study ways in which we can mitigate changes that will adversely affect fish health."

After graduation O'Neill worked at a number of jobs including as an interim field biologist at a windfarm, a field logistics intern in Melbourne with Earthwatch Australia and an environmental scientist with Dillon Consulting Limited. While the jobs were fulfilling, O'Neill always envisioned returning to the ecological restoration field.

"Many applications were from students in resource management and ecological restoration programs," says Tammy Longbottom, HR Director, Freshwater Fisheries Society of BC. "There is a great deal of interest in the stewardship of our freshwater habitats and we are excited to support these students as they become strong contributors in the field."

Since 2008, the Freshwater Fisheries Society of BC has awarded over \$66,000 in scholarships to 39 students. The scholarships recognize outstanding commitment to academic pursuits in the field of freshwater fisheries. Other students selected for a scholarship were Mark Frisson of Vancouver Island University, Chenoa Flack of BCIT and Katie Zinn of University of British Columbia.

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Scholarship applicants submitted a written or video essay outlining their experience, interests and chosen educational program, along with a transcript and resume. Students explained how their interests and chosen studies will support key goals of B.C.'s freshwater fisheries industry such as research and habitat conservation. Submissions were received from 17 students attending post secondary education institutions throughout the province.

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FOR IMMEDIATE RELEASE
September 10, 2019

UBC Student Earns Freshwater Fisheries Society of BC Scholarship

A passion for protecting habitat combined with a specific interest in freshwater aquatic species has earned UBC student Katie Zinn a \$1,500 scholarship from the Freshwater Fisheries Society of BC. The scholarship will support her completing her Masters of Science in the department of zoology in 2020.

Growing up in Metro Vancouver's Coquitlam, Zinn's summers were spent on the Sunshine Coast exploring the intertidal zone, becoming acquainted with the resident sea creatures and fishing for rock fish from the dock. During these summer days she discovered her affinity for aquatic creatures and their fundamental place in the ecosystem.

Zinn completed an undergraduate degree in Natural Resource Conservation with a specialty in Science and Management at UBC. While completing her degree she volunteered as a lab assistant at the Pacific Salmon and Ecology and Conservation Laboratory, which further cemented the idea that studying fish was the right route for her.

"I am studying the effects of reduced streamflow on hypoxia and habitat use of the endangered Salish sucker as well as juvenile Coho," says Zinn. "Wild, healthy stocks of fish are arguably the most important ecological piece of B.C. As their future is in jeopardy, I hope to make a positive difference for these species during my career and life."

Zinn is also a member of the Canadian Freshwater Species at Risk Research Network, a group that focuses on the needs of endangered fish species across Canada. A stint as a wildfire fighter in Cranbrook during the last two summers of her undergraduate degree led Zinn to the sport of freshwater fishing and at the same time impressed upon her the need for species conservation.

"Many applications were from students in resource management and ecological restoration programs," says Tammy Longbottom, HR Director, Freshwater Fisheries Society of BC. "There is a great deal of interest in the stewardship of our freshwater habitats and we are excited to support these students as they become strong contributors in the field."

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FOR IMMEDIATE RELEASE
September 10, 2019

Vancouver Island University Student Earns Freshwater Fisheries Society of BC Scholarship

An appreciation for British Columbia's unique and diverse natural resources and a desire to protect and preserve them has earned Vancouver Island University student Mark Frisson a \$1,500 scholarship from the Freshwater Fisheries Society of BC. The scholarship will support his third-year studies in the BSc Fisheries and Aquaculture program at VIU and help him pursue a meaningful career in fisheries conservation or research.

Growing up in the Comox Valley, Frisson spent his childhood fishing with his family and cultivating a passion for British Columbia's fish species. After joining the Steelhead Society of British Columbia, Frisson developed a particular interest in the protection and conservation of steelhead and the habitat they need to thrive.

Frisson volunteers with the Steelhead Society, working to protect steelhead rivers. He also volunteers with Quinsam and Puntledge hatcheries, participating in numerous projects to support the survival of Pacific salmon.

"Through working with the Steelhead Society of British Columbia and angling for steelhead I have developed a particular passion for the species. They are an iconic freshwater sport fish in British Columbia that drives the economy in many small towns," says Frisson. "With increased urbanization, logging and fishing, the species is under more pressure than ever before. Through my studies I am acquiring invaluable skills that will allow me to pursue a successful career in habitat conservation and fisheries management and determine ways to ease the pressure on this and other species."

Through the summer months Frisson works as a Creel Surveyor in Nootka Sound. These surveys ask anglers about their fishing experience including what kinds of fish they are catching and how long they spent catching fish. Creel surveys provide valuable data about angler participation, catch rates and the estimated sport harvest.

"Many applications were from students in resource management and ecological restoration programs," says Tammy Longbottom, HR Director, Freshwater Fisheries Society of BC. "There is a great deal of interest in the stewardship of our freshwater habitats and we are excited to support these students as they become strong contributors in the field."

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FOR IMMEDIATE RELEASE
June 3, 2019

20th Anniversary of BC's Family Fishing Weekend
Freshwater Fisheries Society of BC to Participate in 10 events

[Victoria, B.C.] An initiative launched two decades ago to offer families a fun, affordable Father's Day activity has become a staple Father's Day tradition in communities throughout the province. Growing from a handful of events in Vancouver, Victoria and the Okanagan, there are now nearly 50 events throughout the province, joining a larger Father's Day trend of creating experiences and making memories with Dad to celebrate Father's Day while kicking off the fishing season.

Family Fishing Weekend events take place June 14 – 16, 2019. The events combine fishing, learning and socializing for an estimated 40,000 participants who range from avid anglers to those trying the sport for the first time.

Family Fishing Weekend events are free, with hands-on instruction available to interested participants. Loaner rods, reels and tackle are provided for those who do not have their own gear. The events also offer opportunities to learn about fishing gear, share freshwater and saltwater fishing tips and learn about environmental stewardship and the tradition of recreational fishing.

Fishing licence requirements are waived for the weekend, meaning Canadian residents can fish licence-free over the three days, although some requirements remain in effect. Details are posted on the BC Family Fishing website and the Fisheries and Oceans website.

Events are supported by the Family Fishing Society and organized by Fish and Game clubs, the Conservation Officer Service, municipalities, community groups, and local businesses. A complete list of participating communities, locations, and event descriptions, along with step-by-step fishing instructions, can be found at www.bcfamilyfishing.com. Freshwater and tidal fishing regulations, including daily catch quotas, always apply; details are posted at www.pac.dfo-mpo.gc.ca or www.fishing.gov.bc.ca.

The Freshwater Fisheries Society of BC is a key partner of the Family Fishing Society, and will be participating in 10 of the events throughout the province:

Victoria	Malahat Outdoor Sports Centre	June 15/ June 16
Kelowna	Shannon Lake	June 16
Cranbrook	Idlewild Lake	June 16
Coquitlam	Lafarge Lake	June 16
Kamloops	Walloper Lake	June 16

Nanaimo	Colliery Dam Park	June 14
North Vancouver	Rice Lake	June 16
Clearwater	Clearwater Trout Hatchery	June 15
Abbotsford	Fraser Valley Trout Hatchery	June 15
Fort Steele	Kootenay Trout Hatchery	June 15

“It has been exciting to watch families become engaged with freshwater fishing through these events,” says Provincial Coordinator of the Family Fishing Society of BC, Jessica Yarwood. “By providing gear and instruction in a fun environment the events are very accessible to families with children of all ages.”

The Family Fishing Society of BC was established in 2001 to encourage new anglers as well as promote and coordinate Family Fishing Weekend and other angling initiatives targeted toward families and young people. 2019 marks the 20th year of the licence-free fishing weekend.

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FOR IMMEDIATE RELEASE

March 12, 2019

Fishing BC Recognized for Marketing Innovation by Tourism Industry Association

[Tseil-Waututh, Musqueam and Squamish Territory - Vancouver, B.C.] Fishing BC, a joint marketing initiative of the BC Fishing Resort and Outfitters Association, Sport Fishing Institute of BC, and Freshwater Fisheries Society of BC, was recognized for its innovative storytelling and social media marketing campaign, showcasing BC's spectacular recreational fisheries through video and imagery.

Winners of the BC Tourism Industry awards were announced at the 2019 conference, held in Vancouver at the end of February. Tourism industry individuals, organizations or consortiums that provide outstanding service innovative marketing and outstanding tourism experiences are recognized for their contribution to the success of BC's tourism industry. This year, recipients were recognized in six categories. The innovation award recognizes an outstanding marketing campaign or initiative that is directed at increasing the number of visitors to or within British Columbia.

Using short-form, documentary style video, Fishing BC is telling the stories of B.C.'s incredible fisheries, beautiful destinations, and the operators that call them home. With more than 20,000 lakes, 750,000 streams, 25,725 km of coastline and 24 different species targeted by anglers, there are many amazing stories to tell. Our #fishingBC photos and videos are resonating with anglers who want to experience B.C.'s spectacular wilderness, creating shareable moments for those keen to explore every corner of this province.

Thanks to Destination BC's Co-operative Marketing Partnership Program and the growing list of industry and community partners, Fishing BC has created a leveraged network that will continue to promote B.C.'s spectacular recreational fishing destinations, elevating the profile of the sector and increasing angling-related economic activity in coastal and rural British Columbia – with many more fantastic stories to tell. Visit #fishingbc on Instagram, Facebook or fishingbc.com to see the recreational fisheries and destinations we're sharing.

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FOR IMMEDIATE RELEASE
July 13, 2018

Freshwater Fisheries Reaches 250K Learn to Fish Milestone

Program has successfully increased angling participation province wide

[Kamloops, B.C.] The Freshwater Fisheries Society of BC is preparing to welcome the 250,000th participant to the Learn to Fish program. Freshwater Fisheries staff has been closely tracking participation numbers and has determined the 250K participant will attend a Kamloops Learn to Fish program at Paul Lake Provincial Park at 10 am on Wednesday, July 18.

To celebrate this milestone, we'll be handing out cupcakes and one lucky participant at the Learn to Fish event will receive a prize package, including a fishing rod of their own to take home.

Freshwater Fisheries Society of BC began delivering Learn to Fish programs in 2006, reversing a decline in freshwater fishing participation. That year, 2400 people participated in 120 programs in BC provincial parks. In 2017, over 6400 participants flocked to BC Parks to participate in 178 programs across the province.

Learn to Fish in Provincial Parks are hosted as a drop-in program for youth ages five to 15 and their family. Cost to participate is free or by donation. Surveys show that half the participants in Learn to Fish have not fished before but over half of total participants continue fishing after attending a program.

Learn to Fish participants are introduced to fishing gear and tackle set-ups and are taught basic knot tying, how to identify their catch and how to fish responsibly. Participants also learn how to cast and retrieve and experience hands-on fishing at the lake. Rods and tackle are provided through our sponsor, Rapala, and programs run rain or shine.

Learn to Fish is offered throughout the province thanks to the generous support of the Habitat Conservation Trust Foundation, Columbia Basin Trust, Rapala, BC Ram Dealers, Teck Highland Valley Copper, Yamaha Motors Canada, Backroad Mapbooks, and the Province of BC.

Two more Learn to Fish programs will take place at Paul Lake this summer, on August 1 and 22. Other programs in the Kamloops area will be held at Walloper and Lac Le Jeune lakes. Dates and times are listed on the Events and Programs calendar at www.gofishbc.com.

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