

Press Release

For Immediate Publication

CHICO'S "HOOKED ON FISHING" EVENT JUNE 1, 2013

To kick off National Fishing Week, the city of Chico will be welcoming kids to an outstanding free "Hooked On Fishing, Not On Drugs"*** event. It is one of the largest single-day children's fishing events in the entire United States!

Kids 14 and under are invited to come to Horseshoe Lake in Upper Bidwell Park from 7:00 AM to 1:00 PM on Saturday, June 1, for a chance at the 8,000 pounds of channel catfish that will be planted for the event. Admission is ***FREE***, along with all tackle, bait and instruction [limit 1 fish per child]. Kids can even have their catfish cleaned for free.

Since this is a "kids only" lake, no fishing license is required for anglers under 16. Expert local anglers will be on hand as coaches. There will be a separate area for the littlest anglers, age 1 to 5.

There will be plenty of rods and reels available to use free, but all are encouraged to bring their own. Bring your favorite "secret" catfish bait, but please, no lead sinkers at Horseshoe Lake.

With all that help and all those fish, it will be the closest thing to a guaranteed "first fish" for the little ones. To donate, volunteer, or for more information, call **530-891-4757**. A great time is sure to be had by all!

***** "Hooked on Fishing, Not on Drugs" is a program of the American Sportfishing Association**

To all Butte County Media:

This is the largest youth sporting event of any kind in Butte County. Previous years events have drawn well over 4,000 kids, plus an estimated 2,000 adults. It definitely merits coverage on the "stocking" day [Friday, May 31] and the event day [Saturday, June 1]. Stocking will take place between noon and 1:00 PM on Friday, and the peak crowds are usually between 9:00 and 10:00 on Saturday.

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