

FIRST MEDIA RELEASE AUGUST 2011

FLY FISHING...THE OTHER WHITE MEAT?

Florida Fly Fishing EXPO

Never picked up a rod? Come **to the Worldgate Resort in Kissimmee October 21-22** and see what all the fuss is about! Meet face to face with Legends **Flip Pallot, Chico Fernandez, Dave and Emily Whitlock** at their special booth with other renowned educators giving many FREE seminars. Only \$10 per day gains admission with kids under 16 free!

Not just for cold water streams “up north” anymore, the advancement in gear, lines, flies and technique have brought this great sport to salt water in a big way. Are you missing something sitting at home?

Need to brush up on your casting? Dust off that rod in the attic and bring it to the folks dedicated to teach and educate you regardless of age or sex (yes bring your spouse and kids). The Federation of Fly Fishers, based in Livingston Mt., has for 45 years promoted fly-fishing worldwide through almost 300 clubs with 16 in Florida alone. There is one near you. More specific detail can be found at www.FFF-florida.org about the EXPO, show and area fly fishing clubs.

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