

FINAL MEDIA RELEASE OCTOBER 2011

## **WHATS NEW IN FLY FISHING?**

***Florida Fly Fishing EXPO ...Come to the Worldgate Resort in Kissimmee October 21-22 and see what fly fishing is all about!***

There are many brand new “firsts” at EXPO, this third year to host the event. Most exciting is our “Legends of Fly Fishing” booth to hang out with icons; Flip Pallot, Chico Fernandez, Dave and Emily Whitlock. Our professional Florida FFF guides will also have a special booth to tout their services and give out coveted tips. Only \$10 gains admission FOR BOTH DAYS with kids under 16 free! Stay longer and visit Disney just minutes away at our special low rates for this five star resort. Kids will be treated to a complete youth program that will start them in a lifetime of enrichment through this sport including casting, fly tying and fishing techniques. Any age or level from beginner to expert is welcome with all classes FREE and open to the public.

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 gender (yes bring the 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.

Preregistration and specific details can be found at [www.FFF-florida.org](http://www.FFF-florida.org) about the show and area fly fishing clubs. Or just show up!

So what’s new... just about everything at EXPO!!

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