



2012 Winter Free Fishing Weekend February 18 & 19 Official Recap

The 2012 Winter Free Fishing Weekend, held throughout the state on Saturday, February 18 and Sunday, February 19, was a big success despite the lack of cooperative weather.

Many events officially registered with the Michigan Department of Natural Resources' Fisheries Division, but only **12 events** actually occurred because of inclement weather or a lack of safe ice. Events were held in communities across the state.

Events included fishing derbies, introductions to ice fishing, winter festivals and much more. More than **1,300 attendees** (consisting of participants and volunteers) participated in this winter's events, many of them **first-time anglers!**

Most 2012 Winter Free Fishing Weekend events received **generous support** from local businesses and organizations which helped to make their activities possible. These businesses and organizations provided donations, refreshments, publicity, volunteers and other items.

Many events got creative when it came to **advertising and promoting** their activities. Specific examples included airing television ads through local markets, posting flyers in businesses and schools in local communities, distributing press releases to local media outlets (television, radio, newspaper), sending group notifications through email and regular U.S. mail, and posting event details to various websites and social media outlets.

For even more about the annual Free Fishing Weekends, visit www.michigan.gov/freefishing.

