



# 2013 Winter Free Fishing Weekend

## February 16 & 17

### Official Recap



The weekend of February 16 and 17 – which happened to be the 2013 Winter Free Fishing Weekend – brought great weather for ice fishing throughout the state.

Many events were held in conjunction with the annual Free Fishing Weekend with **18 events** officially registering with the Michigan Department of Natural Resources, Fisheries Division. Events were held in communities across the state.

These events included fishing derbies, introductions to fishing, winter recreation festivals, and much more. More than **1,000 attendees** (consisting of participants and volunteers) participated in this winter's events, many of them adults and youth who were going fishing for the first time!

Numerous 2013 Winter Free Fishing Weekend events received **generous support** from local businesses and organizations in their communities which helped to make their activities possible. These businesses and organizations provided donations, refreshments, publicity, volunteers and other items.

Most events got creative when it came to **advertising and promoting** their 2013 Winter Free Fishing Weekend events. Specific examples included posting flyers in businesses and public spaces in local communities, distributing press releases to local media outlets (newsletters, 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 Michigan's annual Free Fishing Weekends, visit [www.michigan.gov/freefishing](http://www.michigan.gov/freefishing).

