



2014 Winter Free Fishing Weekend

February 15 & 16

Official Recap



The weekend of February 15 and 16 – which happened to be the 2014 Winter Free Fishing Weekend – saw great weather for ice fishing throughout the state (thanks to an extremely cold winter).

Many events were held in conjunction with the annual Free Fishing Weekend with **26 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 **3,100 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 2014 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 2014 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 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.

