2015 Winter Free Fishing Weekend – Media Advisory Template

<Insert Release Date>
FOR IMMEDIATE RELEASE

Contact: <Insert Contact Name>, <Insert Contact Phone Number>

<Insert Organization Name> Hosts Free Fishing Event on <Insert Event Date>

Event part of statewide effort to engage more people in fishing

Photo & Media Opportunity

Who:	<Insert Organization Name>
What:	2015 Winter Free Fishing Weekend
Where:	<Insert Event Location – full address>
When:	<Insert Event Date> <Insert Event Time>
Why:	Two days this February, families and friends can enjoy one of Michigan's premiere outdoor activities, Michigan fishing, for FREE! All fishing license fees will be waived for Saturday, February 14 and Sunday, February 15. Residents and out-of-state visitors may enjoy fishing on both inland and Great Lakes' waters for many species of fish. Please note all fishing regulations will still apply. <Insert Event Details>

Background
<Insert Organization Background Information>

The annual Winter Free Fishing Weekend was initiated by the Michigan Department of Natural Resources in 1994. It’s an opportunity to allow Michigan’s citizens and tourists the opportunity to fish for free – without a fishing license.

Communities throughout the state are coordinating 2015 Winter Free Fishing

Weekend events. For more information, or a listing of those events, visit www.michigan.gov/freefishing.

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