



PRESS RELEASE

Global Provider of Fishing Tackle Joins CSL Board of Directors Pure Fishing is committed to protecting recreational fishing

February 11, 2015 (Sacramento, CA): Today, the California Sportfishing League announced that it has elected Jeff Ingram, a senior account manager with Pure Fishing, to its board of directors.

The company's support underscores the significance fishing manufacturers and job creators place on protecting recreational fishing in a State dependent on outdoor recreation for tourism and jobs.

"As a leading manufacturer of fishing tackle, Pure Fishing recognizes that recreational fishing is a major contributor to the state's economy and jobs," said Jeff Ingram, a senior account manager for Pure Fishing. "By supporting the California Sportsfishing League, Pure Fishing is doing its part to ensure that recreational fishing remains affordable and accessible for future generations."

As a grassroots organization, CSL is tackling several major threats to fishing participation: costly fishing licenses, elimination of high Sierra fishing, unlawful municipal restrictions, onerous fish stocking regulations and outright fishing bans. Furthermore, a plan by the California Department of Toxic Substances Control could result in additional regulations and a [potential ban on common fishing tackle](#) that will only further accelerate a decline.

"We are very pleased to have the support of a company that provides California anglers some of the finest fishing products," said David Dickerson, president of the California Sportfishing League. "Our organization will benefit from Jeff Ingram's experience as an avid fishermen and a representative for a major fishing tackle manufacturer."

Pure Fishing, Inc. is a leading global provider of fishing tackle, lures, rods and reels with a portfolio of brands that includes Abu Garcia®, All Star®, Berkley®, Chub®, Fenwick®, Greys®, Hardy®, Hodgman®, Johnson®, JRC®, Mitchell®, Penn®, Pflueger®, Sebile®, Shakespeare®, SpiderWire®, Stren®, and Ugly Stik®.

Recreational fishing contributes over \$4.9 billion annually to California's economy, supporting outdoor tourism and jobs, generating a substantial amount of tax revenue for state and local government.

The California Sportfishing League (CSL) is a nonprofit coalition of fresh and saltwater anglers, and small business owners devoted to protecting access to recreational fishing.

To learn more visit www.SportfishingConservation.org or Twitter [@CASportfishing](https://twitter.com/CASportfishing)

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