



## **MEDIA ADVISORY**

**9/15/2021**

### **Sportfishing Association of California Hosts Petition Signing Event: *Pending CARB Rules threaten livelihood of fishing industry statewide***

**What: Press Conference to Save Fishing**

**When:** Saturday, September 18, 2021 \* 12:00 p.m. to 12:30 p.m.\*

**Where:** H&M Landing  
2803 Emerson S  
San Diego, CA 92106  
(In front of office)

#### **Details:**

On Saturday, the Sportfishing Association of California (SAC) is holding a press conference to garner Governor Newsom's attention related to a CARB rulemaking process that has catastrophic repercussions for the fishing industry.

Anglers, boat owners, and sportfishing operators will be collecting signatures to save fishing on California coastlines. SAC, headquartered in San Diego, has collected over 20,000 signatures in a petition they will be delivering to the Governor Newsom next week. The Press event is hoping to encourage even more signatures.

The California Air Resources Board (CARB) is proposing new rules which will effectively put the sportfishing and other passenger carrying vessels out of business. The most onerous of the rules requires vessels to install new engine technology that does not yet exist, has not been tested in a maritime environment, and will make operations unsafe without fully replacing the vessels – an expense and burden these businesses cannot absorb.

CARB has targeted the smallest fleet that causes the least amount of emissions on our coastline. These family-owned businesses have been advised by CARB that they can pass on costs to consumers to offset purchasing new fleets.

California's over 2 million anglers contributed \$5.6 billion a year in [economic activity](#) and supported nearly 40,000 jobs.<sup>1</sup> The threat to jobs has led state and national organizations representing small business, travel, sportfishing, marinas and chambers of commerce from San Diego to the Eureka, to join a coalition opposed to the regulations. See [www.savefishing.com](http://www.savefishing.com).

In addition to supporting San Diego's regional tourism industry, local vessels partner with conservation, wildlife and state agencies, as well as youth-serving non-profit organizations to ensure access to ocean and maritime education for all. These programs take less advantaged youth out on floating classroom-style adventures. Most recently, youth from City of San Diego Parks & Recreation and Barrio Logan joined the ranks of decades of area youth in unique learning experiences this summer.

**Live Action:**

B-roll of dock operations – boats, anglers and spokespersons available at 11:30 a.m. to  
Welcome remarks by Sportfishing Association Leaders, members, consumers

**Confirmed and Available for Interviews:**

Capt. Ken Franke, President, Sportfishing Association of California

Capt. Frank Ursitti, Owner, H&M Landing

John Alvarado, Executive Director, Good Neighbor Project

Wayne Kotow, President, Coastal Conservation Association

Spanish-Speaker available

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The [Sportfishing Association of California](#) (SAC) is a trade organization representing Southern California sportfishing and whale watching boat and landing owners.

Contact: Tana Lorah, The Clay Company  
[tana@theclayco.com](mailto:tana@theclayco.com) or 619-947-1616

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<sup>1</sup>Economic Impacts of Recreational Fishing- California, a research study by Southwick Associates, Published by American Sportfishing Association, 2021 [Economic Impacts of Recreational Fishing - California - ASA \(asafishing.org\)](#)