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Fishpond Supports the Next Generation of Shark Fishing Competitions at The Guy Harvey Ultimate Shark Challenge

May 17, 2010 (Silverthorne, Colo.) – [Fishpond](#), inc., prominent outdoor and fishing equipment manufacturer, stands behind the movement to make shark fishing tournaments catch-and-release only as part of their Troubled Waters campaign, designed to raise awareness of unbalanced ecosystems. The Guy Harvey Ultimate Shark Challenge is a tournament intended to support shark protection and further conservation initiatives and aligns perfectly with the tenets of fishpond's campaign.

The Guy Harvey Ultimate Shark Challenge is a catch-and-release only competition off the Southwest Florida coast that concludes with a Grand Championship Finale May 21-23rd at the Mote Marine Laboratory and Aquarium in Sarasota. Competitors will catch sharks and scientists will tag them for conservation research and to learn more about these animals' lives in the wild. This tournament is intended to increase global awareness of the important role that sharks play in the world's oceans ecosystems.

"I'm attending the tournament finale to illustrate to everyone involved the importance of protecting these magnificent species from senseless killings that regularly occur in shark fishing tournaments," notes John Le Coq, co-founder of fishpond. "Fishpond must lead by example to influence the destructive perceptions of the magnificent sharks that roam our oceans in peril."

As a company, fishpond is very aware of the rising demands on our natural resources, and it is our responsibility to educate and promote the ethical treatment of all fish species. By aligning ourselves with organized events that embrace this stewardship and responsibility, we can enlighten spectators and other anglers about the fragility of our water environments.

Fishpond joins the Humane Society of the United States (HSUS) to speak out against shark tournaments. Together, fishpond and the HSUS see catch-and-release shark tournaments as a more humane alternative to catch-and-kill tournaments. This tournament format will help support necessary protection as well as provide crucial research to better understand sharks' lives in their natural habitats.

About fishpond:

Fishpond is a worldwide brand of products designed and manufactured for fishing and outdoor enthusiasts. Fishpond was created with the philosophy that

innovation, design and a responsibility towards the environment from which we draw our inspiration is critical to our success.

For more information, visit www.fishpondusa.com and www.protectsharks.org

About The HSUS:

The Humane Society of the United States is the nation's largest animal protection organization — backed by 11 million Americans, or one of every 28. For more than a half-century, The HSUS has been fighting for the protection of all animals through advocacy, education, and hands on programs. Celebrating animals and confronting cruelty - On the Web at humanesociety.org.

