

## **West Marine Announces Reel Fun Youth Fishing Day Special Event**

**West Marine “Fishing Frenzy” digital promotion set for March 1 – 4, 2018, with a “Fishing Frenzy” Event at Select Store Locations on Saturday, March 3<sup>rd</sup>**

**National Campaign to Include “Fishing Frenzy Sweepstakes” through March 4<sup>th</sup>**

**WATSONVILLE, Calif., February 12, 2018** — West Marine, the world’s premier Waterlife Outfitter, announced a new event, “Fishing Frenzy Reel Fun Youth Fishing Day,” which will take place at five select stores on Saturday, March 3<sup>rd</sup> from 10 a.m. – 2 p.m. and will also include a national component with a “Fishing Frenzy Sweepstakes.”

In addition, there will be a series of email messaging that will include special pricing and information on offshore fishing, kayak fishing, and inshore/coastal fishing.

The West Marine “Reel Fun Youth Fishing Day” will be free and open to the public where kids between the ages of 5-16 years old will discover the joys of salt water fishing while learning key fundamental fishing skills. Each participant will receive a free Shakespeare fishing pole (courtesy of Pure Fishing) while supplies last.

Activities include “The Good Angler” where kids are taught the importance of being an ethical angler, “Tackle/Knot Tying” where kids learn the basic knots and tackle box essentials and a Casting Station where kids are taught how to cast and take proper care of their rod and reel.

In addition to that, lunch will be served, and a certificate of completion will also be provided. There will also be giveaways while supplies last and a raffle for a \$100 AFTCO Gift Card, a Lowrance Hook2 5 Splitshot Fishfinder valued at \$329, and a Navionics Nav+ Region Chip valued at \$149. Fully loaded Lowrance/Simrad boats with the latest in marine technology will be on display at each location, too. The local markets that will hold the event are:

- Fort Lauderdale, FL
- Key Largo, FL
- St. Petersburg, FL
- Honolulu, HI

· San Diego, CA

Participating vendors include: Shakespear, Penn, Berkley, Abu Garcia, Pflueger, Navionics, Lowrance, Simrad, Garmin, AFTCO, Fusion.

“At West Marine we are passionate about reaching out to the next generation of Waterlife enthusiasts and events like our Reel Fun Youth Fishing Day is perfect for creating a fun and informative environment for young soon-to-be anglers,” according to Audrey Broxterman, Divisional Vice President of Marketing for West Marine. “Fishing can be a lifelong joy and our aim is to arm kids with the skills to properly enjoy the outdoors,” she adds.

The Fishing Frenzy Sweepstakes will take place from February 15<sup>th</sup> – March 4<sup>th</sup> where folks can sign up either in a West Marine location or online at [westmarine.com/sweepstakes](https://westmarine.com/sweepstakes) with the chance to win a BlackTip fishing prize package (which includes a \$500 West Marine gift card) worth over \$1000.