

Weather, fishing hot!

THE hot weather finally arrived in southern Manitoba, only to be matched by the fishing. Angling reports from across the province over the last week have been very positive. Catfish catches on the Red River have been outstanding with fish slamming a wide variety of baits. This has certainly helped the Fish Winnipeg Youth at Risk program. Eric and Ben, who provide the angling instruction, say a very high percentage of the 500 young anglers involved in the program caught their first fish this year. Hot spots have included Maple Grove Park near the south Perimeter and Kildonan Park.



The Complete Angler

DON LAMONT

One of my readers just returned from

Jacksons Lodge on Caribou/Quessel lake. He, his wife, daughter and friend from New Zealand had tremendous luck for both walleye and smallmouth bass as well as northern pike. There were a number of master angler fish caught, with the largest walleye at almost 30 inches and the biggest smallmouth over 20 inches. Walleye were caught on midlake humps using leeches and nightcrawlers.

Marketing campaign

While some lodges in the province have managed to attract a lot of new Manitoba clients, there has been a downturn in American visitors despite outstanding fishing.

Kevin Palmer, who is the outdoor product manager for Travel Manitoba, says a number of factors have contributed to the decline, including the price of gas. He says the days of sitting back and waiting for people to visit Manitoba are over. Palmer has put together an extremely aggressive marketing campaign, conveying to U.S. consumers that Manitoba can



DON LAMONT / WINNIPEG FREE PRESS

Lead instructor Eric, of Fish Winnipeg, with one of his students and a small channel catfish caught at The Forks this week.

fulfil anglers and hunters dreams. To achieve this, Palmer developed a MANITOBA MONSTERS theme campaign to clearly communicate the incredible size and variety of the Manitoba outdoors. In addition to placing radio and television commercials in key U.S. markets, several strategic partnerships have been formed, with leading outdoor outlets, to leverage the provinces message.

For instance *In-Fisherman*, the top fishing only publication in the U.S., will focus on Manitoba in an upcoming issue this winter including a 10-page special advertising section and additional feature articles — all communicating Manitoba's extraordinary outdoor opportunities.

Travel Manitoba will also be a major sponsor of the All-Canada Show, a consumer event held in the Midwest U.S.'s nine largest markets spotlighting outdoor opportunities in Canada. The event attracts over 50,000 outdoor consumers in cities such as Chicago, Minneapolis, Indianapolis and St Louis, all key markets for Manitoba lodges. Palmer believes Travel

Manitoba's partnership will position Manitoba as the leading fishing and hunting destination in Canada.

Anglers' Notes:

While the Fish Winnipeg program is scheduled to wrap up next week, a special thanks to all the guides who volunteered their time to the program this year. They are Anne Marie Marshall, Frank Normand, Ken Peters, John Remillard, JP Shearer, Clancy Solomon, Sam Spiropoulos, Malcom Taylor, Dan Thibeault, Rick Thiessen, Steven Wintemute, Jan Bass, Sid Blum, Phil Boiteau, John Brandon, Vince D'Angiolo, Craig Ferris, Ed Friedrich, Jeff Goethals, Richard Guenette, Curtis Homer, Bob Kalid and Scott Knight.

All the 600 young anglers who learned how to fish this year and went home with a rod and reel say thank you.