

**** FOR IMMEDIATE PRESS RELEASE - JUNE 16, 2014 ****

PRESS RELEASE: Kids catch over 300 fish during Youth Muskie Hunt

For 3 days leading into the 2014 Father's Day weekend, over 50 kids (boys & girls ages 6-17) and their families participated in a Youth Muskie Hunt on Round Lake in Hayward Wisconsin. The kids caught over 300 fish including Northern Pike, Small-mouth & Large-mouth Bass, Walleye, and of course, the Muskie. Eric Reinemann of Round Lake, took the 1st Place "Grand Champion" award home with an astonishing 500+ inches of fish caught in just 2.5 days.

The Youth Conservation Alliance and the Round Lake Property Owners Association were the primary sponsors of this event which was headed up by Kevin Bushnick, Vice President of Youth Activities for Muskies Inc. Kevin is also the Founder & Chairman of the Youth Conservation Alliance, a charity purpose-built to teach youth environmental sciences through fishing programs.

In the years ahead the Youth Conservation Alliance (www.theyca.org) will place a major emphasis on teaching children about the environment through the sport of Muskie fishing. This is being done not only to ensure the future of the Muskie fishery, but also to provide youth with a tremendous opportunity for environmental education outside of the classroom.

On the education front, several school teachers were present to ensure the best programs possible in the area of Environmental Sciences. We were also joined by Sawyer County fisheries biologist Max Wolter who has been working with the YCA over the past 2 years on our youth oriented micro-biology research projects. The Youth Conservation Alliance has started using high-power biology micro-scopes as they begin to deploy sophisticated tools to examine the environment while "keeping it simple" through the sport of fishing. This is way-cool stuff on the educational front and represents a "practical application" which keep the kids highly interested in what we're trying to teach them.

At this event, kids were challenged not only with catching one of the most elusive predators in the Hayward Lakes area the Muskie, but also with ecosystem study, water quality testing and the importance of understanding lake maps. A major highlight of the event was when Al Reinemann of Round Lake's Timber Trail Lodge demonstrated to all the kids how to build a fish habitat. The kids participated in the actual building of a fish crib, learned about the materials used to build it, and the purpose these habitats serve in our lakes.

Hayward area guides were on-hand helping to teach the kids how to catch the fish! Our "Guide-Master" for the event was Round Lake's Chuck DiVito, a professional lure craftsman and Master Muskie fisherman. Other notable guides included fishing legends Larry Ramsell (Author & Muskie Historian) John Myhre (Professional Guide & Radio Show Host), and Daryl Neibauer, one of Hayward's most sought after fishing guides.

Several Hayward area businesses supported the event through donations or by providing items like tackle and life preservers.

Key sponsors this year were the Original Famous Dave's Restaurant, DJ's Dock and the Robin's Nest. Lures Of The North and Wildwoods Furniture located in downtown Hayward also supported this event with significant donations. As a bonus, the kids were joined by Famous Dave himself during our BBQ lunch. Dave has been a huge supporter of these kids programs and was instrumental in helping to connect the Youth Conservation Alliance to the the Hayward area children including those from the LCO Ojibwe Reservation and the LCO Boys & Girls Club.

For documentary and educational purposes, the entire event was filmed by 4-time Emmy winning NBC field camera-man Bill Nuyttens. We also had a plane in the air piloted by Andy Middlemiss, who flew in

from Colorado to help facilitate aerial footage as we filmed the kids from the bright blue skies over Round Lake on Friday the 13th.

Closing ceremonies were held Saturday evening at Timber Trail Lodge where ALL the kids were recognized for their extraordinary effort and achievements both catching & releasing all the fish that were caught. Our special guest speaker for the closing ceremony was Cathy Begay, from the Waadookodaading Immersion school which teaches the native Ojibwe language. Each child received a dream catcher that was hand-made just for this event by our native friends on the LCO Reservation. Way-cool.

Watch for details on next years program on the YCA's website at www.theyca.org.