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#### **LEARN 2 FISH WITH US REELS IN MATCHING GRANT, RAMPS UP ACTIVITY**

Oshkosh, Wisconsin (January 15, 2016) – To help the nonprofit broaden its reach and teach more families to fish, Oshkosh-based Learn 2 Fish With Us netted \$4,000 at the start of 2016 through a donation-matching grant from the James J. and Rosanne C. Keller Family Foundation, Inc.

Founded in 2006 by professional walleye fisherman and certified angler educator and instructor Greg Karch, Learn 2 Fish With Us seeks to grow the sport of fishing by educating and inspiring beginner and experienced anglers. The nonprofit has held more than 140 free fishing clinics throughout Wisconsin, bringing over 2,000 youth and their families together to learn about and enjoy the sport of fishing.

The grant from the James J. and Rosanne C. Keller Family Foundation, Inc., followed Learn 2 Fish With Us's earning 501(c)(3) nonprofit status and taking on a Board of Directors in 2015. "These were the first of many exciting developments that we have in the works," Karch said. "In addition to reaching more and more families through our workshops, we're creating a training program to certify more fishing instructors and putting a volunteer network in place."

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## LEARN 2 FISH MATCHING GRANT, cont.

Learn 2 Fish With Us also rolled out a brand new logo in 2015. According to Marketing & Communications Board Chair, Patti Purcell, a logo is often the public's first point-of-entry into a nonprofit's mission. "The Board worked with a graphic designer to create a logo that captures the exciting moment of bonding that happens when families come together to fish," Purcell said. "In a similar vein, we also produced a promotional video last year to help share Greg's passion for fishing."

The new Learn 2 Fish With Us logo and video took center stage at two events this year already. Greg shared his experience growing the sport of fishing with fellow anglers at the annual conference of the National Professional Anglers Association (NPAA) on January 8 and 9. He also put on a fishing clinic for 62 youth and 47 parents at the 2016 Chicago Muskie Expo on January 10. These two events kicked off a full year of educational fishing events for Learn 2 Fish With Us.

*Learn 2 Fish With Us, Inc. was founded in 2006 by Greg Karch, a certified angler educator and instructor. The organization gained 501(c)(3) nonprofit status in 2015 and now operates under the guidance of a local, seven-person board of directors. With a mission of growing the sport of fishing through free, educational programs, the organization teaches youth, families and fishermen tips, techniques and safety for open water and ice fishing. The organization has hosted over 100 fishing clinics, educating over 15,000 anglers, and has earned two awards for the education and outreach of fishing and preventing the spread of aquatic invasive species. For more information and access to online resources, visit [www.learn2fishwithus.com](http://www.learn2fishwithus.com).*

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