



Virginia Fly Fishing Festival, Inc.
421 West Main Street
Waynesboro, VA 22980
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EXHIBITOR FACT SHEET

What: 10th Annual Virginia Fly Fishing Festival

Virginia's Only Outdoor Fly Fishing Festival and recipient of the 2005 Joe Penfold Conservation award presented by the Mason Dixon Outdoor Writers Association.

- Casting, rigging and fly-tying instructions
- Lectures, seminars and side presentations on fresh and saltwater fish
- Catch-and-release fishing for stocked trout on -stream
- Canoe and kayak basic instruction
- Family fishing activities and instructions for children
- Exhibits of fly fishing and outdoor equipment
- Food booths by local restaurants
- Top quality raffle prizes
- Virginia Wineries Tent with tastings, seminars and sale
- Free spey casting classes
- Win 1,000 Orvis shopping spree
- Children's Catch and Release Trout Pool

When: Saturday, April 17, 2009 9:00 AM to 5:00 PM
Sunday, April 18, 2009 9:00 AM to 5:00 PM

Where: On South River at Constitution Park in Downtown Waynesboro, Virginia

Attendance: We are expecting over 1,700 participants over the 2-day event. The majority are fly fishing enthusiasts from across the Mid-Atlantic.

Who: Expert speakers, authors, guides, and outfitters. Speakers include Lefty Kreh, Ed Jaworowski, Bob Clouser, Beau Beasley, King Montgomery, Cory Routh,

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Advertising and Promotion:

National, state, regional and local coverage including, Virginia Living Magazine, Richmond Times Dispatch, Roanoke Times, Virginia Sportsman, Charlottesville Observer, Community View, Virginia Wildlife, Southern Living, Albemarle, Blue Ridge Country, Shenandoah Valley Monthly, Mid-Atlantic Fly Fishing, Chesapeake Angler, Triple A World and Media General papers covering Virginia, Maryland, and North Carolina.

Raffle: Merchandise from brand name manufacturers such as Orvis, Montana Fly Company, St. Croix, Scott, Airflo, Echo, Temple Fork Outfitters, and Water Skeeter Pontoon Boat will be raffled throughout the 2-day event.

Setup Hours: Friday, April 16, 2010 beginning at 3:00 PM
Overnight security will be provided on Friday and Saturday night.
Reserved parking provided for Exhibitors

Contact: For more information or if you have questions,

Please email us at Director@vaflyfishingfestival.org

Or check out our website at www.vaflyfishingfestival.org

Or call us at (703) 402-8338