

FishAmerica Foundation

News Release



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For Immediate Release

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FishAmerica Foundation and Pro Line Manufacturing Renew Partnership *Sale of RedHead Neoprene Waders at Bass Pro Shops benefits fisheries conservation*

Alexandria, VA – November 3, 2010 - The [FishAmerica Foundation](http://www.fishamerica.org), the conservation and research foundation of the [American Sportfishing Association](http://www.asafishing.org), and [Pro Line Manufacturing](http://www.proline.com), maker of RedHead and other wader brands, renewed their partnership to raise funds for fisheries conservation and habitat restoration in the United States and Canada.

Pro Line Manufacturing donates a portion of the proceeds of its RedHead neoprene waders sold at [Bass Pro Shop](http://www.basspro.com) retailers nationwide to the foundation for grants to community-based conservation organizations to enhance fish populations, restore fisheries habitat, improve water quality and advance fisheries research to improve sportfishing.

"Since 2001, FishAmerica has invested more than \$410,000 in donations from Pro Line Manufacturing to create family fishing opportunities and restore sportfish habitat," said the foundation's Executive Director Johanna Laderman. "These investments have leveraged more than \$1 million from local communities to help ensure fishing's future."

"Pro Line is thankful to be able to support the FishAmerica Foundation with our retail partners, especially Bass Pro Shops," said John Kehoe of Pro Line Manufacturing. "Our investments work to support long-term enhancements to our fishing communities. FishAmerica has done an outstanding job in allocating the monies donated by Pro Line to conservation projects that not only have an immediate effect, but long-term sustainability for generations to enjoy the sport of fishing. With the support of Bass Pro Shops through Pro Line, additional projects will be supported."

For 10 years, the FishAmerica Foundation and Pro Line Manufacturing have partnered in support of keeping fish and waters healthy and giving anglers an opportunity to contribute to our nation's fisheries conservation efforts while outfitting themselves for a day on the water.

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The [FishAmerica Foundation](http://www.fishamerica.org), the conservation and research foundation of the [American Sportfishing Association](http://www.asafishing.org), is dedicated to keeping our fish and waters healthy. FishAmerica unites the sportfishing industry with conservation groups, government agencies, fishing tournaments, corporations and charitable foundations, investing in fisheries conservation and research across the country. FishAmerica's matching grants empower citizen conservationists in their own communities. Since 1983, FishAmerica has invested more than \$11 million in 1,000 fisheries conservation and research projects nationwide.