

News For Immediate Release



Wild Water Fly Fishing, LLC
www.wildwaterflyfishing.com
PO Box 16651
Rochester, NY 14616
Phone: 585.967.3474 (FISH)

Press Contact: Timothy Kent: T-13 Creative, LLC
Tim@t13creative.com
585.738.7638

Wild Water Fly Fishing Makes it Easier and More Affordable than Ever to Start Fly Fishing

Rochester, NY: When it comes to getting started in fly fishing; product choices, options and features can be overwhelming. This can be solved with a trip to the local fly shop but often ends with sale's receipt fat enough to choke a horse. For those looking to flatten the learning curve and keep their cash outlay to a minimum, a starter package by Wild Water Fly Fishing is fly fishing made simple and all at a price that any angler can afford.

Starter packages by Wild Water Fly Fishing take the guesswork out of choosing the right rod, reel, line and fly combo, while giving you all the necessary elements to get onto the water and start fishing without worry. Each package includes a 4-piece rod, center disc drag reel (pre-loaded with backing), line and tapered leader, a fly box, three flies and durable rod case.

Wild Water's exclusive 4-piece IM6 Graphite rod features a slow action with mid flex designed for a forgiving casting sequence that's versatile enough for the beginner or seasoned fly fishing pro to appreciate. Anglers know that a quality reel is as important as a rod, which is why Wild Water didn't cut any corners when they selected each package's reel. Unlike many of the other starter kits on the market, Wild Water includes a top-quality, die-cast aluminum large arbor reel with a center disc drag pre-loaded with an appropriate amount of bright orange backing, fluorescent yellow fly line and a tapered leader to perfectly fit the associated rod and reel size.

A rod and reel combo isn't worth much without the right ammo, which is why Wild Water includes a waterproof, floating fly box with foam slit insert equipped with three fish-favorite and time-proven flies. To protect your investment, a Wild Water-branded,

padded, nylon-covered rod tube with a reel compartment for easy transport and unmatched protection of your new Wild Water fly rig is included.

A Wild Water Starter Package truly is The Best Value in Fly Fishing and is sure to raise the eyebrows of even the savviest fly fisherman. Also available are Deluxe packages which include 12 flies, three leaders, and additional tippet material with fresh and saltwater options of the 7/8 weight sizes. Available in 14 different configurations, there's a Wild Water starter package to fit the needs of nearly every fisherman whether his pursuits have him laying delicate casts to unsuspecting native trout or laying long casts to a school of frenzied stripers.

Available Package Options:

- ◆ 7' 3/4wt Basic Starter Package
- ◆ 9' 3/4wt Basic Starter Package
- ◆ 7' 3/4wt Deluxe Starter Package
- ◆ 9' 3/4wt Deluxe Starter Package
- ◆ 9' 5/6wt Basic Starter Package
- ◆ 9' 5/6wt Deluxe Starter Package
- ◆ 9' 7/8wt Basic Starter Package Fresh Water
- ◆ 9' 7/8wt Deluxe Starter Package Fresh Water
- ◆ 9' 7/8wt Basic Starter Package Salt Water
- ◆ 9' 7/8wt Deluxe Starter Package Salt Water
- ◆ 9' 9/10wt Basic Starter Package Fresh Water
- ◆ 9' 9/10wt Deluxe Starter Package Fresh Water
- ◆ 9' 9/10wt Basic Starter Package Salt Water
- ◆ 9' 9/10wt Deluxe Starter Package Salt Water

MSRP: \$94.00-\$152.00

Founded in 2006, Wild Water Fly Fishing was dismayed by the lack of quality products at a truly exceptional value in the fly fishing market. As an avid fly fisherman, owner Eric Dodds was discouraged by other fly fishing companies offering less value than what their lofty price tags commanded. Between their lackluster customer service, equipment warranties with more stipulations than most mortgage papers and rods that cost as much as college tuition, Dodds knew he could blow the competition out of the water. He also knew he could provide more for every dollar and consequently set forth to develop a brand that could give fly fishermen more for their hard-earned dollar. Wild Water Fly Fishing was born and today anglers the world over have experience the value that a Wild Water brings to their arsenal of rods and fishing experiences. For more information on Wild Water Fly Fishing's Starter Packages or to learn more about the entire line of Wild Water products visit www.wildwaterflyfishing.com or call 585.967.3474 (FISH).

