

News For Immediate Release



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Wild Water Fly Fishing Strengthens Position in Fly Fishing Reel Market

Rochester, NY: Wild Water Fly Fishing announces the addition of a value driven, American Made reel that is loaded with top-end features at an affordable price: **The Fortis 789.**

Reel fundamentals are many and no matter what size or species fish you pursue, each angler wants the lightest weight, smoothest casting, best braking, most durable reel his pocket book can afford. Wild Water's new Fortis 789 reel fits the bill perfectly. The Fortis is machined from a solid block of 6061 Aircraft Grade Aluminum, which translates to strength and durability and at only 8.8 ounces, offers a superb strength-to-weight ratio. With a 1.9-inch arbor and 3.375-inch spool diameter the Fortis will fit 225 yards of 25lb backing and a standard length of 8wt weight-forward line. However, its versatile design is crafted to accommodate 7wt, 8wt, 9wt line without binding or crowding the reel's outer rim and allows anglers the torque needed to muscle in even the most reluctant big game fish. Stainless Steel components for the braking system, counter weight, screws and reel knob augment the Fortis's durability while the dull Olive Green or Black hard-anodized finish make the reel impervious to corrosion or rust and saltwater safe!

The Fortis's draw bar style breaking system employs a cork disc drag with outgoing click and a low profile articulated drag knob for easy adjustment at the moment-of-truth. This system is simple and effective, yet functions flawlessly even when the reel has been submerged or Mother Nature offers less than desirable fishing conditions.

As an additional benefit each unit features a serialized spool and frame with a simple no tools release system, laser-etched Wild Water Logo and Fortis name engraving. Additional spools are available for purchase. Designed, Engineered and Manufactured exclusively in the United States by Wild Water Fly Fishing.

- ◆ **MSRP: Reel \$250.00**
- ◆ **MSRP: Spool \$100.00**

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 Fortis 789 reel or to learn more about the entire line of Wild Water products visit www.wildwaterflyfishing.com or call 585.967.3474 (FISH).