

FOR IMMEDIATE RELEASE

Big catch for Golden: Town reels in first commercial fishing guide service

Golden a world-class fishing hot spot: new guiding service licensed to service 40+ bodies of water

April 26, GOLDEN, B.C. – Tourism Golden announced today the launch of the adventure tourism town's first commercial fishing guide operation, "<u>The Golden Gillie</u>." As temperatures warm up and snowmelt uncovers crystal blue lakes, locals and visitors now have the opportunity to harness a world-class fishing experience in the spectacular Columbia River Valley. Steeped with a vast selection of rivers, streams and alpine lakes, and surrounded by magnificient mountain ranges, Golden offers enthusiasts the chance to spin cast or fly fish.

Owned and operated by Golden local Dave Burns, The Golden Gillie offers locals and visitors the opportunity to experience a small group-guided fishing adventure. Operating year-round with ice fishing in the winter, fishing enthusiasts have a variety of adventure packages to choose from. Packages cater to every type of enthusiast, from first-timers seeking a fun fishing outing with friends, to the die hard angler interested in learning new techniques and tactics or discovering new locations.

"Golden is home to world-class fishery lakes, streams, and rivers, and they've been a well-kept secret among locals until now," says Dave Burns, owner and lead guide, The Golden Gillie. "You can find many types of fish, including rainbow and bull trout, plus we're the only year-round fishing guide service on this magnificent stretch of a BC heritage river."

The Golden Gillie offers full-day excursions that include hiking and fishing in the alpine, wading rivers and creeks, drift fishing in the Columbia River, and Stillwater fishing. Full-day excursions start at \$500 for one to two person groups, half-day adventures from \$350, and evenings from \$250. Custom packages are also available. All guides are fully licensed and possess more than 15 years of fishing experience to ensure a safe, exciting and memorable time.

Meandering gently through Golden and the longest protected wetlands in North America, the pristine waters of the Columbia River are home to more than six different species of fish. Unlike the tributary rivers that feed it, the Columbia River does not close for rainbow trout spawning season and is open year-round for fishing.

"Fishing in Golden has been limited in the past to locals that have their own equipment and are familiar with the area," says Joanne Sweeting, executive director, Tourism Golden. "The year-round operation will help boost tourism in Golden. We expect to attract avid outdoor enthusiasts from across North America, including Okanagan residents that can now come to Golden to enjoy an extended summer season when water levels drop."

Fishing enthusiasts heading out solo must have a valid fishing licence. A licence can be purchased online at the Fresh Fisheries Society of BC or by visiting the Service BC office located at 837 Park Drive, Golden. Enquires can be addressed by phoning 250-344-7550. The Fisheries Society of BC offers information on catch-and-keep regulations.

Burns continues, "The spring season is off to a strong start. The spring run off has brought river levels up and the ice on the lower elevation lakes are beginning to clear. The rainbow run in the Columbia River usually starts the third week of April. This is a fantastic time to come out and enjoy a memorable day in nature and to embrace the most consistent catching of the year that typically lasts up to three weeks."





Photo caption: The Golden Gillie offers trips to world-class fishery lakes, streams, and rivers Photo credit: Tourism Golden

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For more information about Golden Gillie, please visit <u>http://www.goldengillie.com</u> For more information on fishing in Golden, click <u>-here-</u> To access Tourism Golden's fact sheet, click <u>-here-</u>

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About Tourism Golden: http://www.tourismgolden.com

Tourism Golden is a non-profit, tourism industry-led Destination Marketing Organization (DMO) representing the Town of Golden and surrounding area known as Kicking Horse Country in British Columbia, Canada. Tourism Golden is governed by a volunteer Board of Directors representing accommodations, tourism operators, attractions and local businesses.