

# Facts of Fishing *Casting for a cure*



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## Facts of Fishing Casting for a Cure

December 7<sup>th</sup>, 2005  
Port Perry, Ontario

We are pleased to announce the inaugural season for the Facts of Fishing Casting for a Cure Campaign. Casting for a Cure is a non-profit initiative endorsed by the Canadian Cancer Society and operated by Dave Mercer Outdoors Inc.

Unfortunately, one in four Canadians will die from cancer, which means it has or will affect us all. Finally this is an opportunity for the angling community to join in the fight against cancer; united toward a common purpose.

Anglers and their donors will commit to pledging set amount(s) of money per pound weighed-in throughout the course of the 2006 season. Casting for a Cure Anglers will not only have the pride of working for such a worthwhile charity, but they will also be competing for the Casting for a Cure Angler of the Year award. This award will be presented to the participating angler with the overall, heaviest total weight for the 2006 Season. There is no limitation on the species or circuit that you fish. The goal is to raise awareness and help stop this deadly disease while competing in the great sport that we have come to love. Dave Mercer has personally pledged \$5.00 for every pound he weighs in during the 2006 season.

So please take this opportunity to become part of this great campaign. Whether you are an angler or a supporter – you can become part of Casting for a Cure.

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### PLEDGE LEVELS

PLATINUM \$5.00 per pound  
GOLD \$2.00 per pound  
SILVER \$1.00 per pound  
BRONZE \$0.50 per pound

\* All proceeds are tax-deductable

As the season begins, you can follow all Casting for a Cure Anglers at [www.factsoffishing.com](http://www.factsoffishing.com). There will be a special Casting for a Cure section, which highlights our anglers and their total cumulative weight for the season.

Anglers interested in becoming a Casting for a Cure Angler, please forward your address to [dave@factsoffishing.com](mailto:dave@factsoffishing.com) and a pledge package will be sent to you.