

Canadian angler and television personality Kathryn Maroun is featured in a new exhibition at the American Museum of Fly Fishing, showcasing her as a pioneering woman in the sport.

Toronto – May 10, 2011

Canada's very own professional angler, producer and star of the television show *What A Catch*, **Kathryn Maroun** is being recognized by an international committee for her ground breaking work through a new exhibit at the **American Museum of Fly Fishing**. The installation titled, *A Graceful Rise: Women in Fly Fishing Yesterday, Today and Tomorrow* will be showcasing the achievements of Kathryn in the industry, scheduled to open to the public on **June 11, 2011**.

Acknowledging Kathryn's contribution to the fishing industry, the museum will be exhibiting segments from her internationally acclaimed show *What A Catch*, her early rods, samples of her fly-fishing apparel line, sketchbooks with her fashion drawings, a box of her favourite flies and much more. *A Graceful Rise: Women in Fly Fishing Yesterday, Today and Tomorrow* will illustrate how this pioneering woman has inspired, empowered and changed the fate of what fishing is for subsequent generations of women everywhere.

As one of only a handful woman in the world to be certified as a casting instructor by the **International Federation of Fly Fishers**, **Kathryn Maroun** raises awareness about the wonders of fly fishing, while advocating the importance of conserving the environment, and educating audiences about the physical and emotional benefits of the sport.

Kathryn is an award-winning director, producer and writer of an internationally distributed television show. She established **Whatacatch.net**, a specialized production company that created *What A Catch*, in the hopes of eliciting change for more humane treatment of the game fish. It aired for the first time in **April 2005** on the **Outdoor Life Network** in the United States and was the very first fishing show to be shot in high definition. As a result of its huge success and popularity, the show was distributed worldwide making Kathryn the first person in Canada to accomplish this in the documentary genre.

As the star of the show, Kathryn braves the waters and takes her audience to some of the world's most remote and exotic destinations in her quest to conquer the top game fish. In *What A Catch*, Kathryn pushes the limits of the great outdoors and tackles unparalleled challenging elements and extreme wilderness conditions to bring viewers closer to the thrill of the catch.

Each episode is filmed in high definition using as many as three HD cameras to capture the majesty of these uncharted waters and vistas. *What A Catch* is filmed in exotic locations with a focus on landing a different species of game fish per episode. The show takes the viewer on a breathtaking journey to remote countries to explore the extraordinary surroundings that include panoramic views, and a look into diverse foreign cultures, music, traditions and foods.



As a strong believer in conserving the fragile ecological balance of Canada's freshwater resource, Kathryn has acted as a National Director of **Trout Unlimited Canada** – an organization that protects and restores Canada's cold water resource. Kathryn's goal with the organization was to give fish a voice by educating fisherman on humane and ecologically friendly practices; an activity she continues through her TV show and speaking engagements.

**Kathryn Maroun** is also raising awareness about tick born diseases in fishing communities globally. Affected by the illness herself, Kathryn is making sure people are conscious of the symptoms and that they are able to seek the right treatment.

Additionally, Kathryn is a co-founder of **Casting for Recovery Canada (CFRC)** ([www.castingforrecovery.com](http://www.castingforrecovery.com)) – an organization that teaches and utilizes fly-fishing to aid breast cancer survivors. **CFRC** is in its 7th season and Kathryn is the volunteer president/chairman of this organization. She has dedicated substantial time, energy and resources to bring this valuable program to Canadian Breast Cancer patients. Importantly, the physical motion of fly casting and the emotionally restorative nature of fly-fishing are beneficial elements of this program.

Currently, Kathryn is the designer of the *What A Catch* clothing line, specially designed for women with a penchant for spending time outdoors. As a fisherwoman who found it difficult to obtain feminine fishing gear, Kathryn created the line for the purpose of helping women in the sport look and feel more comfortable with clothing that was catered to them.

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**Available for interviews:  
Kathryn Maroun**

For more information, please visit:

[www.whatacatch.net](http://www.whatacatch.net)

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