

FOR IMMEDIATE RELEASE

Canadian angler and television personality Kathryn Maroun, to release documentary 'Reel Revelation'.

Toronto – January 16, 2012

Canada's very own professional angler, producer and star of the television show *What A Catch*, **Kathryn Maroun** will be airing her new 30 minute documentary 'Reel Revelation' by the end of this month, providing a deeper look into the life and adventures of this fisherwoman, designer and environmental activist.

As an active educator and informer, Kathryn is leading two lectures and teaching proper fly fishing casting techniques at the **Dieppe Fishing Forum** from **March 23-25, 2012** at the **Moncton Coliseum (377 Killam Dr., Unit 100, Moncton New Brunswick)**. This event actively works to inform women and children, two commonly forgotten demographics, on the wonders of fly fishing. ([www.flyfishingforum.ca/welcome.htm](http://www.flyfishingforum.ca/welcome.htm))

On **June 9, 2012** Kathryn will be attending Long Oregon's **Ripples in Time Middle Fork John Day River Celebration** as a celebrity guest and presenter, speaking on environmental preservation and humane fishing. It is celebrating the rare wildlife and determination to maintain the natural serenity in the surrounding environment.

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 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.

In the spring of 2011, **Kathryn Maroun** was 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* showcased the achievements of Kathryn in the industry.

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**Available for interviews:  
Kathryn Maroun**

For more information, please visit:  
[www.whatacatch.net](http://www.whatacatch.net)

Follow Kathryn on Twitter: @whatacatchtv  
&  
Find Kathryn on Facebook under "whatacatch.net"

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