

1st Conservation and Fly Fishing Social Networking Community Launches Online

By onFlyFishing, Inc.

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INSIDER FLY FISHING is fast becoming known as the attractor pattern of the Internet throughout the fly fishing industry and conservation world, dedicated to preserving clean water and healthy fisheries worldwide.

EXCELLENT FLY FISHING, 'SECRET STREAMS' AND CLEAN WATER INITIATIVES LURE MEMBERS TO INSIDER FLY FISHING

BOZEMAN, MT. (December 10, 2006) - Insider Fly Fishing

<http://www.Insiderflyfishing.com/>

For all the moments that serious anglers can't be out fishing, Insider Fly Fishing will help them keep a toe in the water. The newly launched mega-interactive site gives members access to some of the most comprehensive content ever devised on all aspects of the sport. Insider Fly Fishing allows anglers to share their own insights and keep in touch with one another. Members can fish for bargains as well as give back to the conservation of fisheries they love best.

Insider Fly Fishing founder Scott T. Smith describes the site as a blend of MySpace, Yahoo!, a conservation news service and a customized portal entirely dedicated to the sport, lore and love of fly fishing. Within minutes of joining, members, known as "Insiders," can hook into fresh, lively content they won't find anywhere else, and exchange insider info with other anglers on places to fish, stay, dine and explore all over the world. Insider members will get bargains, sweepstakes, photo galleries, their own personal webpage and email, along with the serious business of preserving fish habitat and clean water.

"The goal here is to give those who love fly fishing a home base built of the newest web technologies," says Smith. "That means Insiders learn secret fishing spots, get the info that usually only locals know, have access to dozens of online tools and deals, all while allowing them to keep in touch with angling friends as well as the latest gear trends."

There are forums and a place to chat with other Insiders about everything from tying a salmon fly to casting a line in Patagonia. Insider Fly Fishing also partners with some serious conservation muscle, so it's simple for members to make a real difference in the fight for clean sporting water.

Smith is passionate about the idea of community that characterizes the world of fly fishing.

"Everywhere you go to fly fish, there's a wonderful interconnected community you encounter," explains Smith. "That's the experience we re-create here, on a worldwide scale, encompassing all its productive water."

An Insider membership costs just pennies per day, and provides valuable services and connections to the rest of the fishing world that can't be found anywhere else. A \$7.95 monthly membership allows Insiders to:

- o Get their own personal, ever-expanding online Secret Streams Gearbox. packed with an own easy to create website, blog, email address, online journal, private instant messaging, public chatterbox chat, audio capabilities, and lots more.

- o Put their personal profile in an exclusive directory accessible to every other member of Insider Fly Fishing.

- o Easily keep in touch with fly fishing friends at the Reel Folks forum, and sound off on the recreational and conservation issues that matter most to them.

- o Catch up on the latest fly fishing and conservation news with What's On The Rise news center.

- o GiftBack to favorite fly fishing and conservation organizations -- and get customers to chip in, too.

- o Take advantage of Members' only Reel Bargains, Sweepstakes and Reel Deals.

Insider Fly Fishing is much more than a "web site". "Interactive and dynamic, it doesn't just sit there, as the word "site" implies," says Smith. "It works for you, and keeps you connected to fly fishing year-round."

Category	Global warming, Fly fishing, Conservation
Tags	fly fishing, GLOBAL WARMING, climate change, pro fly fishing, eco-travel, fly fishing advertising, fly fish
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