

**Alberta Conservation Association
2016/17 Project Summary Report**

Project Name: Kids Can Catch Program

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Sheila Campbell

Primary ACA staff on this project:

Charmaine Brunes, Sheila Campbell, Colin Eyo, Budd Erickson, Ken Kranrod, Joanne Melzer and Kelley Stark

Partnerships

Program sponsor: Dow Chemical Canada

Event organizers, partners and sponsors (67)

- 8th Avenue Eyecare, Brooks
- Absolute Safety, Brooks
- Access Pipeline
- Alberta Fish & Game Association
- Alberta Fish and Wildlife Enforcement Branch
- Alberta Hunter Education Instructors' Association
- Alberta Lifesaving Society
- ATB Financial, Cochrane
- ATB Financial, Stony Plain
- Aux Sable
- Berkley
- Brooks and County of Newell Early Childhood Development Coalition
- Brooks Fire Department
- Brooks Fish & Game Association
- Cabela's, Calgary store
- Cabela's, Edmonton north store
- Cabela's, Edmonton south store
- Canadian Tire Jump Start
- Canadian Tire, Brooks and Cochrane
- City of Fort Saskatchewan
- CN Police Service
- Coronation Elks
- Coronation Family and Community Support Services
- Coronation Family Foods
- County of Newell
- County of Paintearth
- Edmonton Old Timers' Fishing Club
- Edmonton Trout Fishing Club
- Fort Saskatchewan Fish & Game Association
- Fort Saskatchewan Lions Club
- Fort Saskatchewan Naturalist Society
- Golby Hardware and Sports
- Grimshaw Agricultural Society
- Handi-Can Septic
- Harold Walters & Associates
- Heartland Elks
- Heritage Ranch
- JobSite Workwear
- Lamont Fish & Game Association
- Magrath Rod and Gun Club
- Night Owls Citizens on Patrol
- Northern Lights Fly Tyers
- Parkland County
- Peace Country Fly Fishers
- Pita Pit, Brooks

- Provost and District Fish & Game Association
- River Valley Alliance
- Safari Club International, Red Deer Chapter
- Servus Credit Union, Wabamun
- Shakespeare
- Slave Lake Rod and Gun Club
- Stony Plain Fish & Game Association
- Superfly
- Thompson-Pallister Bait Company
- Town of Beaumont
- Town of Cochrane
- Town of Coronation
- Town of Gibbons
- Town of Provost
- Town of Stettler
- TransAlta
- Vibrook Vacuum and Septic
- Village of Wabamun
- Wabamun and District Chamber of Commerce
- Walleye Master
- Wholesale Sports, Grande Prairie
- Wolverine Gun and Tackle

Key Findings

- 4,352 adults and children came out to fish at 17 Kids Can Catch events, involving 67 corporate and community event partners.
- Diverse organizations plan and host Kids Can Catch events, including municipalities (Beaumont, Cochrane, Stettler and Gibbons), fish and game clubs (Lacombe, Lamont, Slave Lake, Provost, Magrath), an agriculture society (Grimshaw), Alberta Hunter Education Instructors' Association (Lethbridge), Safari Club (Red Deer), Family Community Support Services (County of Newell and Coronation), and Peace Country Fly Fishers (Grande Prairie). ACA plans and hosts two Kids Can Catch events (Wabamun and Fort Saskatchewan).
- Over 67 organizations, partners and sponsors make Kids Can Catch possible through financial, in-kind and volunteer contributions, including outdoor retailers/products (Cabela's, Wholesale Sports, Canadian Tire, Berkley, Shakespeare, Len Thompson, Wolverine Gun and Tackle, Golby Hardware and Sports), local fish and game clubs, and officers from the Fish and Wildlife Enforcement Branch.

Introduction

Kids Can Catch is a province-wide program, sponsored by Dow Chemical Canada, in which Alberta Conservation Association (ACA) partners with community and corporate partners to create free family fishing events at lakes and ponds. We developed Kids Can Catch as a way to invite Albertans to fish at stocked and natural waterbodies and to hook new and young anglers on fishing, fish conservation and responsible angling.

Methods

ACA manages the province-wide program, including promoting the program as an opportunity for local groups interested in fishing, conservation, youth, recreation or tourism; connecting local organizers with resources and partners as they plan, promote and host their Kids Can Catch events; providing web and communications services to profile each event on the Kids Can Catch

website (www.albertakidscancatch.com); and offering online registration services to event organizers.

ACA provides local organizers with tools and resources to help them plan, promote and host their events. Typically, one local organization takes the lead to plan the event and engages community and corporate event partners to help with it. Partners help in a variety of ways, such as volunteering at the events, providing in-kind donations, providing sponsorship, coordinating specific event activities or promoting the event.

Each Kids Can Catch event is free, non-competitive and family-friendly, making fishing fun and accessible for new and young anglers. Some events are new; others are long-standing community fishing events or part of an annual festival. Some attract large numbers of participants; others attract smaller numbers. But what all the events share is a chance to fish and to learn about fishing, fish conservation and responsible angling.

Results

In 2016/17, 4,352 people came out to fish at 17 Kids Can Catch events (Table 1) supported by 67 community and corporate partners.

Table 1. Kids Can Catch events held across Alberta in 2016/17

Community	Event date	Est. Participants
Beaumont	June 12, 2016	75
Cochrane*	June 18, 2016	450
Coronation	July 10, 2016	30
County of Newell	July 9, 2016	100
Fort Saskatchewan	June 11, 2016	601
Gibbons	July 16, 2016	75
Grande Prairie*	August 20, 2016	22
Grimshaw	June 26, 2016	35
Lacombe	June 4, 2016	450
Lamont	July 9, 2016	213
Lethbridge	June 4, 2016	70
Magrath	June 18, 2016	175
Provost*	July 9, 2016	200
Red Deer*	June 18, 2016	110
Slave Lake	June 10, 2016	70
Stettler	July 9, 2016	50
Wabamun Lake	February 17, 2017	1,626
Total		4,352

*New Kids Can Catch event in 2016/17.

ACA hosts the Fort Saskatchewan Kids Can Catch event as the program's flagship summer event. On June 11, 2016, in spite of the rainy weather, 601 children and adults, including many new Canadians, came out to fish at Fort Lions Community Fish Pond. Dow Chemical Canada and Cabela's Edmonton provided support as the major sponsors of the event.

ACA hosts the Wabamun Lake Kids Can Catch event as the program's flagship winter event. The event on February 17, 2017, was tremendously successful, with 1,626 kids and adults coming out to try ice fishing. The event started four years ago with about 170 participants. Four years later, we welcomed 10 times that number. The growth of this event illustrates the public's interest in giving ice fishing a try. It also speaks to the tremendous support of 70 volunteers from over a dozen organizations, including TransAlta, Cabela's, Wabamun and District Chamber of Commerce, Night Owls Citizens on Patrol, Village of Wabamun, Alberta Fish & Game Association, Stony Plain Fish & Game Association, Edmonton Trout Fishing Club, Edmonton Old Timers' Fishing Club, Parkland County, Servus Credit Union–Wabamun, ATB Financial – Stony Plain, Fish and Wildlife Enforcement Branch, and CN Police Service.

ACA promoted the Kids Can Catch Program at tradeshow, including the Edmonton Boat and Sportsmen's Show. ACA Fisheries staff also brought the program to the attention of municipalities involved in the Enhanced Fish Stocking project, resulting in new events this fiscal year in Provost and Cochrane.

Conclusions

Partnerships are key to the success of the Kids Can Catch Program and each Kids Can Catch event. It was through partnerships that 4,352 adults and children were able to give fishing a try at 17 events across Alberta. A special thank you to Dow Chemical Canada for providing \$10,000 in funding for the Kids Can Catch Program, and to all event organizers, partners and volunteers for giving kids and their families an opportunity to go fishing.

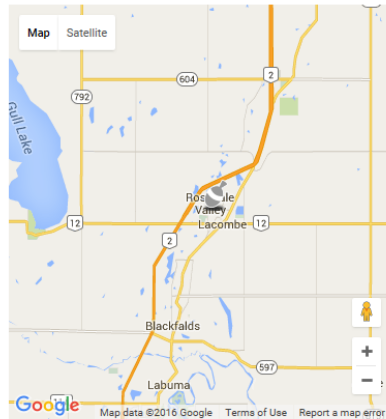
Communications

ACA Communications

- We shared the story of the Kids Can Catch Program and promoted its events through ACA communication channels, including:
 - ACA website: Slider with Kids Can Catch video on main page.



- Kids Can Catch Program website (www.albertakidscancatch.com): One web page was created for each event to promote the event and its sponsors. After the event, the web page summarized the event and recognized all event organizers, partners and participants.



Lacombe Kids Can Catch

About 450 people came out to fish at the grand re-opening of Len Thompson Park Pond on Saturday, June 4, 2016. For kids, the highlight of the event was being able to stock the pond with fish. Each little angler took home their very own fishing lure, made just down the road at Len Thompson Lures. Thank you Lacombe Fish and Game Association volunteers and all event partners for making Lacombe Kids Can Catch possible.

Inquiries

Name: Bernie Street, Lacombe Fish and Game
Phone: 403-357-9231
Email: bstreet@shaw.ca

Sponsors

Lacombe Fish and Game Association - D&M - Dow - Coop Central Alberta - Smoky Trout Farm - City of Lacombe - Len Thompson Lures - Fountain Tire - Coop Community Spaces



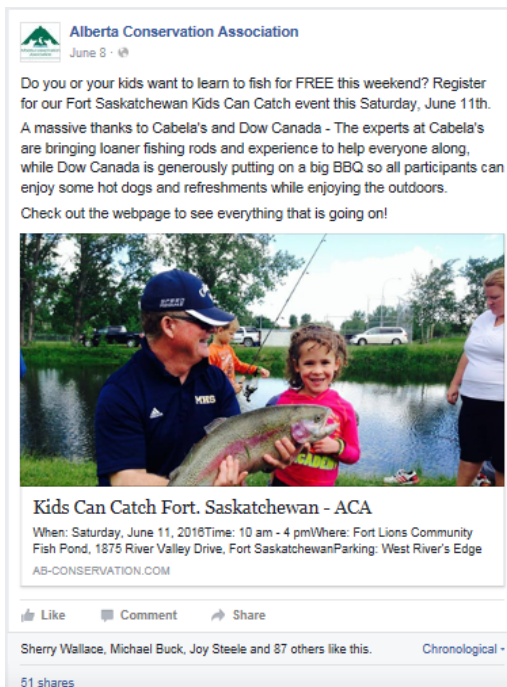
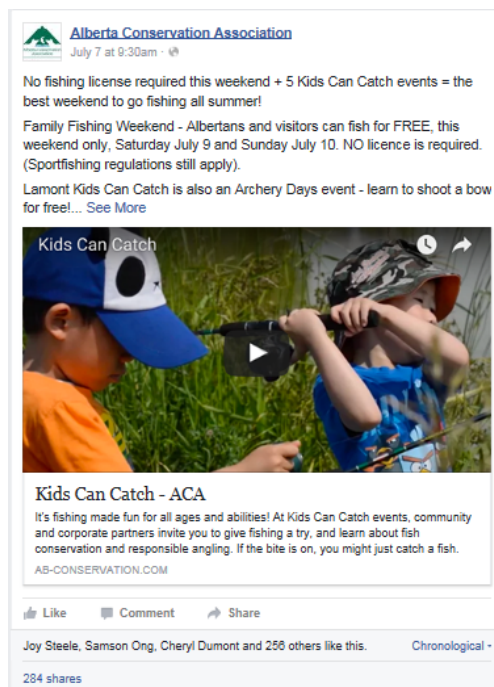
- *Conservation Magazine* – Spring/Summer 2016: The articles “Taking Stock in the Local Pond” and “Conversations” with Brad Pallister made the connections between conservation, investment in park and pond redevelopment, and Kids Can Catch.



- *Constant Contact* e-newsletter: The June newsletter showcased the great start to the Kids Can Catch Program, thanking all event organizers, volunteers and sponsors. Readers were encouraged to check out upcoming events.



- Facebook and Twitter: Posts were used to promote events, share stories and thank organizers and event partners, in particular Dow for program sponsorship.





- Event organizers, sponsors and participants posted their own photos and stories.



Media release

- Media release titled “Fishing trips made easy at Kids Can Catch” emailed to print, television, radio and online media across Alberta, in particular Edmonton, Calgary and communities with Kids Can Catch events.

Newspaper articles

- *Stettler Independent*, July 14, 2016: “Kids Can Catch event records no fish this year.”
www.stettlerindependent.com/news/386756801.html
- *Stettler Independent*, July 6, 2016: “Big day for fishing enthusiast kids this weekend.”
www.stettlerindependent.com/news/385747371.html
- *Discover Airdrie*, June 10, 2016: “Kids Can Catch Day.”
www.discoverairdrie.com/local-sports/13892-kids-can-catch-day
- *Fort Saskatchewan Record*, June 9, 2016: “Kids Can Catch this weekend.”
www.fortsaskatchewanrecord.com/2016/06/09/kids-can-catch-this-weekend
- *Cochrane Times*, June 9, 2016: “Kids Can Catch will be a blast.”
www.cochranetimes.com/2016/06/09/kids-can-catch-will-be-a-blast
- *Lacombe Globe*, June 8, 2016: “Kids Can Catch reels in a crowd to Len Thompson Pond.”
www.lacombeglobe.com/2016/06/08/kids-can-catch-reels-in-a-crowd-to-len-thompson-pond
- *Lacombe Express*, June 2, 2016: “Kids Can Catch takes place this weekend.”
www.lacombeexpress.com/news/381690271.html

Let's Go Outdoors

- Post on May 29, 2016: “Kids Can Catch Summer Program” with online radio interview.
www.letsgooutdoors.ca/blogs/item/184-kids-can-catch-summer-program
- Post on March 4, 2017: “Family Day ice fishing event a big hit” with online radio interview.

Testimonial

- Perhaps the season was best summed up by Nancy S. who came out with her three kids to the Fort Saskatchewan Kids Can Catch event:

A huge thank you to all of the sponsors, organizers and fishing aficionados who came to share their wisdom with my children and me last weekend in Fort Saskatchewan. We especially appreciate the fishing rods that we were able to take home with us.

Every day since then I hear, "Mom, when can we go fishing?"

'Hooked'!

Thank you so much!