

**Alberta Conservation Association
2024/25 Project Summary Report**

Project Name: Kids Can Catch Program

Information, Education, and Communications Program Manager: Tara Holmwood

Project Leader: Ken Kranrod

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Partnerships

Alberta Fish & Wildlife

Alberta Fish and Wildlife Enforcement
Branch

Alberta Hunter Education Instructors'
Association

Alberta Lake Management Society

Alberta Lifesaving Society

Alberta Parks

Alberta Wildlife Federation

Alder Flats Fish and Game

Alpenglow Mechanical

Analog Coffee Westman Village

Artis Exploration Ltd.

ATCO

Athabasca Fish & Game Association

Backroad Mapbooks

Baker Hughes

Bass Pro Shop and Cabela's Outdoor Fund

Beaver River Fish & Game Association

Big Sky Flies and Jigs

Bonnyville Oilmen's Society

Brooks and District Fish and Game
Association

Calgary Fish and Game Association

Camrose and District Fish and Game
Association

Canadian Parks and Wilderness Society
(CPAWS)

Canadian Wildlife Federation—WILD
Outside

Canoo

Cardston County

Cargill

Castor & District FCSS

City of Fort Saskatchewan

City of Lacombe

City of Medicine Hat

CN Community Investment

CN Police Service

Coronation ELKS 360

County of Grande Prairie – Parks and
Recreation
County of Wetaskiwin
D&M Concrete
deSigns by Tam
Dokcyde
Dow Chemical
Dumco Ltd.
Edmonton Old Timers Fishing Club
Edson Fish and Game Association
EQUUS
FenceLine Rentals Ltd.
Fort Lions Club
Fortis Alberta
Fresh Live Bait
Frito-Lay
GC Custom Metal Fabrication Ltd.
Government of Alberta
Grimshaw Agricultural Society
Heidelberg Materials
High River Fish and Game Association
Home Hardware Wabamun
Innisfail Fish & Game Association - Larry &
Janis Schmidek (Pond Owner)
Inter Pipeline
Lamont Fish & Game Association
Len Thompson Lures & Northern King
Lures
Lesser Slave Forest Education Society
Lesser Slave Lake Watershed Council
Lesser Slave Watershed Council

Magrath and District Recreation Committee
Mighty Peace Watershed Alliance
Millet Fish and Game
Nature Alberta
NFP
Northern Lights Fly Fishers
Nutrien
Okotoks & District Fish and Game
Association
Onoway Fish and Game Association
Parkland County
Parkland County Emergency Services
Perks Coffee House
Pigeon Lake Horse Drawn Rides
Pigeon Lake Watershed Association
RadonCare
Servus Credit Union
Shimano
Smoky Trout Farm
Spedden Fish & Game Association
Spruce Grove Fish and Game Association
Stony Plain Fish & Game Association
Streamside
Sunny 94
Sylvan Lake Wranglers Jr B Hockey Club
Taber MNP
Taber River Runner
Terry's Lease Maintenance
The Fishin' Hole
The Sportsmen's Den
Thompson Pallister Bait Co Ltd

Town of Gibbons	Wabamun Watershed Management Council
Town of Hinton	Walleye Master Tackle & Bait Ltd.
Town of Sylvan Lake	West Parkland Gas
Town of Taber	Western Canada Kayak Fishing Trails
Trans Mountain	Yellowhead County Parks and Recreation
TransAlta	Zone 2 Alberta Wildlife Federation

Key Findings

In all, 2,690 adults and children came out to fish at over 23 Kids Can Catch events across Alberta.

- Over 100 organizations, partners, and sponsors made Kids Can Catch events possible through financial, in-kind, and volunteer contributions.
- Bass Pro Cabela’s Great Outdoor Fund, Northern Lights Fly Fishers, and Backroads Mapbooks partnerships helped Alberta Conservation Association continue the program for communities across Alberta. Other organizations such as Cabela’s, CN, EQUUS, and TransAlta substantially sponsored individual events.
- We had another record year with a total of 29 events planned for 2024/25: 23 events were successfully held, seven of them were brand new, and six events were cancelled.
- A private (not open to the public) 30th event, for the third year in a row, took participants from the Africa Centre in Edmonton onto boats on Wabamun Lake, which gave them a unique angling opportunity.

Details

Kids Can Catch is a province-wide program 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 to invite Albertans to fish at stocked and natural waterbodies and to hook new and young anglers on fishing, fish conservation, and responsible angling. We have seen an increased uptake in organizations wanting to host events and more people interested in them. We hope this trend continues!

ACA provides local organizers with tools and resources to help as they plan, promote, and host their events. These tools and resources include building them a web page, promoting the event on our social media pages, handling online registration for them if requested, sending them brochures and promotional items to give away, providing helpful checklists for how to plan the event and what to expect, and more. 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.

Throughout all 23 events that were held, Kids Can Catch hosted nearly 2,700 participants from all over the province. This included seven new events: Auburn Bay, Camrose, Beaver River, Medicine Hat, Lesser Slave Lake (summer), Sturgeon Lake, and Garner Lake. A private event, for the third year in a row, took participants from the Africa Centre in Edmonton onto boats on Wabamun Lake, which gave them a unique angling opportunity. ACA also hosted two flagship Kids Can Catch events in Fort Saskatchewan and Wabamun Lake. Kids Can Catch Fort Saskatchewan at the Fort Lions Community Fish Pond at West River's Edge, our open water event, had over 470 participants, a hot dog lunch, fantastic exhibitors and mentors, and too many fish caught to count. Kids Can Catch Wabamun Lake, our ice fishing event was unfortunately cancelled this year due to cold weather. Five other Kids Can Catch winter events and one summer event were also cancelled due to unfavorable weather conditions.

However, we received a lot of positive feedback from happy organizers across the province telling us about the many happy participants they had attend their event.

Photos



Photo 1. Kids Can Catch event with the Africa Centre at Wabamun Lake in July 2024.
Photo: Cassandra Hewitt



Photo 2. Kids Can Catch event in Fort Saskatchewan in June 2024. Photo: Cassandra Hewitt



Photo 3. Kids Can Catch advertisement placed in Summer in the City magazine. Photo: ACA