

PRESS RELEASE

RISE Fly Fishing Film Festival 2009

Recharge this winter as RISE – Fly Fishing Film Festival, the world’s largest fishing film festival, hits theatres on a UK tour. Throughout November 2009, fanatics will be electrified by fly fishing footage with exotic destinations, incredible cinematography, epic adventure and big fish. Gin-Clear Media brings you this cross-country live event as part of the RISE 2009 worldwide tour that began in New Zealand and Australia earlier in the year.

RISE will sweep the UK as a limited release, playing in London, Reading, Manchester, Exeter and Edinburgh.

Check out www.flyfishingfilmfest.eu for tickets, tour information, video teasers, photos and more.

RISE – Fly Fishing Film Festival 2009 features stunning movies from global destinations, including Tasmania, Iceland and Canada. Gin-Clear Media’s ‘THE SOURCE – TASMANIA’ is the feature movie of the festival. Part of a series, ‘THE SOURCE’ exposes the best fly fishing destinations from around the world.

When asked about the inspiration for ‘THE SOURCE – TASMANIA’, the film’s director and producer, Nick Reygaert, stated: “‘THE SOURCE’ is about finding quality fly fishing destinations that are a little bit off the tourist map. Tasmania, as a fly fishing destination, has incredible diversity and beauty, it was the perfect setting for the adventure-driven fly fishing movie we wanted to make. For wilderness and big trout, Tasmania can provide an experience to rival any fly fishing destination on the planet. Also, more than a century ago, the first trout ever to be transported to the Southern Hemisphere were hatched in the Salmon Ponds Hatchery in Tasmania. The progeny from these first few eggs were then transplanted into countries throughout the Southern Hemisphere... therefore, when it comes to fly fishing Downunder, Tasmania is ‘THE SOURCE’”.

Gin-Clear Media (www.gin-clear.com) is a multi-media company based in New Zealand whose enterprises include film production, photography, worldwide events, DVD distribution and a leading website.