

Atlantic Salmon Federation (ASF) Live Release Recognition Program

The Atlantic Salmon Federation's Live Release Recognition Program is open to both outfitter and private camps.

Outfitter Camps are commercial or business operations. Owners sell space at their lodges and use their expertise to help individuals or groups enjoy their angling experiences.

To qualify for ASF Live Release Recognition, outfitters should:

- Encourage their guests to release both salmon and grilse
- Promote live release angling in their literature (brochures, web sites, signs, etc.)
- Show only live salmon on their web site, in their literature and advertisements
- Send guides to ASF's guide education program where available
- Promote the sale of live release licenses where they are available
- Teach anglers how to safely release salmon and grilse

Rewards and Recognition

- ASF Live Release flags and acknowledgement plaques
- ASF memberships for guides
- Incentive Draw for free page of advertising in the *Atlantic Salmon Journal* (ASJ)
- Recognized in ASJ and on ASF web site
- ASF Live Release Seal of Recognition for use on letterhead, brochures, etc.
- Listed as an ASF-recognized Live Release camp for distribution at outdoor shows, dinners and other events

Private Camps are set up for use by their owners and/or camp members and their guests. They are not generally open to the angling public.

To qualify for ASF Live Release Recognition, private camps must:

- **Practice total live release of both salmon and grilse**

Rewards and Recognition:

ASF live release flags and acknowledgement plaques
ASF memberships for guides
Recognition in the *Atlantic Salmon Journal*, and on ASF web site
Recognition by ASF at Board meetings

Atlantic Salmon Federation Live Release Recognition Program

Camp Application Form

We would like to have our camp considered for ASF Live Release Recognition for our efforts to promote Live Release to anglers, according to the criteria ASF has outlined.

If we are successful, we would be pleased to have our camp added to the list of Live Release Camps that are to be posted in the *Atlantic Salmon Journal* and on ASF's web site.

Camp Name: _____

Mailing Address: _____

Primary Contact: _____

Mailing Address: _____

_____ **Phone:** _____

Fax: _____ **E-mail:** _____

I, _____, acknowledge that the _____
(name of owner/manager)

_____ practices and promotes live release as follows:

(name of camp or lodge)

For Outfitter Camps:

(Please check the criteria that apply)

- Encourage guests to release both salmon and grilse
- Promote live release angling in literature (brochures, web sites, ads, signs)
- Show only live salmon on web site, in literature, and ads
- Send guides to ASF's guide education program
- Teach anglers how to safely release salmon and grilse
- Promote the sale of live release licenses where they are available

For Private Camps:

- Practice total live release of both salmon and grilse

Signature: _____ **Date:** _____