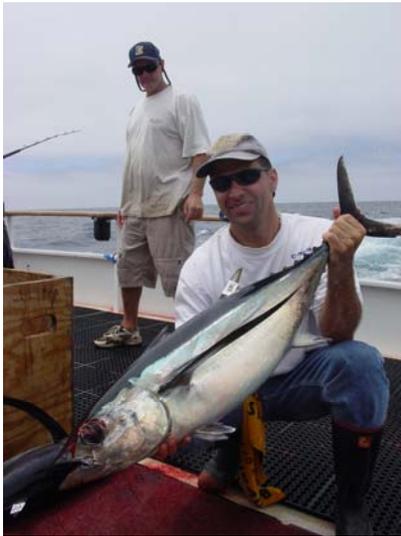


Attention Anglers: Now is your chance to ask NOAA

NOAA's Fisheries Service and National Weather Service bring experts to the Fred Hall Show

NOAA is proud to exhibit once again at the Fred Hall Shows in Long Beach and Del Mar. Our resident biologists and fisheries managers will be on hand to talk with Southern California anglers about the latest research and management programs in support of recreational fisheries. The NOAA team will include representatives from the National Marine Fisheries Service, National Weather Service, and the NOAA Restoration Center.



Partners in Ocean Stewardship

Visitors to the NOAA booth will notice an emphasis on stewardship and ways NOAA and anglers are working together to promote marine conservation. Anglers have been leaders of conservation for over 100 years. Today, it is more important than ever for anglers to be active conservationists. NOAA recognizes that reality and needs your help to work cooperatively to maintain and build healthy populations of marine gamefish and the habitats they depend on.

At the NOAA booth, anglers will find the latest information on how to increase the survival of their released catch. Did you know that thresher sharks that are mouth-hooked with circle hooks - versus being tail-

hooked with J-hooks – are more likely to survive at a higher rate? It's true. Come to the NOAA booth to pick up a free *Best Practices for Safe Handling and Release of Thresher Sharks Brochure* and talk to the scientists conducting research on sharks, tunas, and billfish.

While catch-and-release fishing is increasing in popularity, there is often confusing and conflicting schools of thought about the correct technique. The fact is that release techniques vary for different kinds of fish. For example, rockfish that used to be released as “floaters” because of expanded swim bladders/stomachs can now be revived using a number of innovative techniques. Our experts can help guide you in making the best choices.

NOAA in Your Neighborhood

NOAA has offices right here in Southern California. We are where you live, work, and play. From nautical charts and marine forecasts to fisheries research and management, NOAA may be the most important agency you've never heard about.

NOAA is the Nation's premiere ocean and atmospheric science agency. Our researchers—marine biologists, oceanographers, meteorologists, geologists, and more—constantly monitor, study, and assess the environment. They then work with academic, state and local governments, and industry partners to develop new ways to apply this information to the problems and opportunities facing all Americans. ***At NOAA, science is the foundation of everything we do.***

We invite you to stop by our booth to learn more about how NOAA impacts your life.