



FOR IMMEDIATE RELEASE:

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Blitzcreek Pro Fishing teams with The Children's Wish Foundation
Resurrecting the Fish for The Wish program dedicated to helping children today

TORONTO - In 1994, Duff Murphy founded a charity program. His ultimate goal was to raise money for a worthy cause while doing what he loved to do best - compete in fishing tournaments. Although research programs were a serious option, he decided to donate the money he raised to those in need now. The charity of choice was The Children's Wish Foundation, who grants wishes to children with high-risk, life-threatening illnesses. He aptly named the program **Fish for the Wish**. The program went into remission, however, when Murphy accepted a job with the Ontario Provincial Police in 2000.

In 2007, Blitzcreek Pro Fishing owner, Chris Hockley, with the permission of long-time friend Murphy, resurrected this valuable program. "Twelve years after its original inception, I am in the position to use my own tournament schedule and contacts to successfully reinstate the program. Fortunately, Duff has offered to be an active partner in this endeavour." Of course, The Children's Wish Foundation is also delighted to see the program run again and has fully endorsed its operation.

Hockley continues, "I ask anyone interested in the program to visit the website www.fishforthewish.com where they will find information on raising or pledging dollars to support per pound of fish that is weighed in during this tournament season." He continues, "Those donating to the program are welcome to cap their total pledge or offer a generous donation." Tax receipts can be provided for eligible donations to the program. Request forms are available on the Fish for the Wish website. Tournament weights will be updated weekly for those interested in following the progress.

"According to The Children's Wish Foundation, the average cost of a wish is approximately \$9,200. My personal goal for the **Fish for the Wish** initiative is to be able to grant 3 to 4 of these wishes a year in less than 5 years," says Hockley. He plans to do this by raising pledges through his Blitzcreek Pro Fishing tournament team, by promoting awareness at sport show booths, through corporate sponsorship and special events throughout the year. Hockley is also currently seeking additional tournament teams to take an active role in soliciting dollars through their own program participation.

Hockley welcomes a day on the lake for any media persons interested in more information on the **Fish for the Wish** program. He is a national, award-winning, freelance writer, Central Region Director for the Outdoor Writers of Canada, fishing guide of 18 years, seminar speaker, organizer and tournament angler.

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