

FOR IMMEDIATE RELEASE

Contact:

Stan Golub
Reel Recovery
800-699-4490
stan@reelrecovery.org



REEL RECOVERY PARTNERS WITH TEMPLE FORK OUTFITTERS

Needham, MA — February 23, 2009 — Reel Recovery, a national non-profit organization that provides free fly-fishing Retreats to men battling cancer, is proud to announce a new partnership with Dallas-based Temple Fork Outfitters, a leading manufacturer of premium fly-fishing equipment.

Stan Golub, Executive Director of Reel Recovery and Rick Pope, President of TFO, announced today that the new Temple Fork Outfitters-Reel Recovery fly rods are in production and will be released to fly fishing tackle dealers nationwide in April.

“We believe that fly fishing generally makes us better people, increasing our awareness of our environment, helping us understand more about nature, about our friends and most importantly, about ourselves. This deepest of fundamental needs is where we first crossed paths with the Reel Recovery Retreat concept.” Rick Pope, President of TFO, said.

Reel Recovery Retreats provide support and education to men of all ages, in all stages of any form of cancer. Since its founding in 2003, the organization has conducted 59 Retreats in 12 states, serving over 700 men battling the disease. Retreats are completely free to the participants, with all meals, lodging, fly fishing equipment and expert instruction provided by Reel Recovery. The Retreats provide a unique opportunity for men with cancer to get a respite from their battle and a gain a fresh perspective; to learn a new skill and form a healing connection with nature; and to build a network of friends that will provide support and hope for the future.

“Everyone at TFO is honored to be able to participate in such a worthy effort by our friends at Reel Recovery. It is humbling to be with such a courageous group and in our small way, to help these men with their battle. We are producing a special rod that recognizes Reel Recovery's good work. For each Reel Recovery/TFO 9 foot 4 piece 5 weight rod sold through an authorized TFO dealer, we will contribute \$25 to the cause.” Pope announced.

Stan Golub, Executive Director of Reel Recovery said: “We are thrilled that TFO will be supporting Reel Recovery in this very meaningful way. We share with TFO a common understanding about the healing power of fly-fishing, and this partnership will help us offer that experience to more men with cancer all across the country. Reel Recovery is wholly donor supported, so this partnership is very important to our continued success and growth.”

About Reel Recovery

Reel Recovery is a national non-profit organization that conducts fly-fishing retreats for men recovering from life-threatening cancer. Our mission is to help men in the cancer recovery process by introducing them to the healing powers of the sport of fly-fishing, while providing a safe, supportive environment to explore their personal experiences with cancer, with others who share their stories. Though only a few days in duration, a Reel Recovery retreat can be a life-changing event for men battling cancer. The program blends outdoor activity with directed conversations to create a unique environment conducive to relaxed, open interactions. Retreats are offered at no cost to the participants and are led by professional psychosocial facilitators and expert fly-fishing instructors. A maximum of 12-14 men are invited to participate, to ensure the quality of the instruction and to create a powerful small-group dynamic. For more information, visit www.reelrecovery.org or call 800-699-4490.