



Florida Fish and Wildlife Conservation Commission

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July 7, 2017

FWC Media Conference Florida, R3 and You Agency leadership talks R3 (recruit, retain, reactivate) at ICAST

When: 3:30-4:30 p.m. Wednesday, July 12

Where: Press Conference Room W231A, ICAST 2017, Orange County Convention Center

Why: Recruit, Retain, Reactivate. Learn how your readership and business can help Create Champions for Conservation. FWC Executive Director Nick Wiley will announce the National Hunting and Fishing Day Challenge. Marine Fisheries Management Director Jessica McCawley and Freshwater Fisheries Director Tom Champeau will discuss R3 programs like Trophy Catch, Catch a Florida Memory, boating access and more. FWC subject matter experts will be on hand to answer any questions about R3 programs.

Background: This meeting/press conference is FREE and open to the public. Visit FWC at ICAST booth 1201.

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