



San Diego, Calif. - Saltwater fishing's largest online community, <http://www.bdoutdoors.com/> is proud to announce the launch of a new website, <http://www.savecafishing.org/>, to raise awareness of the threats to sportfishing access facing all anglers who fish in California. On January 1, 2012 new regulations created through the Marine Life Protection Act (MLPA) process went into effect in Southern California, creating dozens of large no-fishing zones which cover hundreds of square miles and close much of the best coastal fishing areas. The MLPA process threatens the future of fishing and its related industries in the state of California.

The Partnership for Sustainable Oceans (PSO) is leading the fight against the MLPA process. The PSO represents nearly 1 million anglers and boaters with a goal to maintain and improve the conservation of California's marine fisheries and increase the sportfishing opportunities in California. The PSO is working with several organizations including the United Anglers of Southern California, International Game Fish Association, American Sportfishing Association, National Marine Manufacturers Association and many others to educate the public on these issues and help raise money for the legal fund against the unjustified closures, which are currently being challenged by an ongoing lawsuit filed by members of the PSO.

With the support of the web-development team at <http://www.bdoutdoors.com/>, the PSO launched <http://www.savecafishing.org/> to educate the public on the flawed MLPA process and provide an opportunity for all anglers, boaters and anyone interested in a fair legal process to contribute to the effort to battle these marine closures. "As a lifelong California fisherman and a business owner in the recreational fishing world, it's very important to me to put forth every effort to fight the MLPA closures," said Ali Hussainy, president of <http://www.bdoutdoors.com/>. "Many California anglers have no idea what is about to happen to them and their family. Through <http://www.savecafishing.org/>, we can make a difference by educating anglers and providing a simple way for them to donate to the cause."

Anyone interested in contributing to the legal fund can make a big difference by donating as little as \$5 each month. To help the fight, anglers are encouraged to visit <http://www.savecafishing.org/> and click on the "Donate" section. Here, individuals can contribute \$5 or more a month on a recurring basis, or make a one-time donation. All proceeds will go directly to the legal fund that is working to keep California's healthy and abundant coastal waters open to sportfishing. The fight is not over and there is still hope, but funding is crucial. As an added bonus, donors will receive discounts on fishing tackle and trips.

"The only true hope California's fishing and boating community has left to stop these impending marine protected areas from existing in perpetuity is to support our legal effort," said Dave Elm, chairman of United Anglers of Southern California. "The SaveCAFishing.org website provides a simple, convenient way to support our efforts on an ongoing basis. I challenge all anglers and anyone that supports public access to public resources to donate to our effort to ensure sustainable recreational activities are allowed to continue in California's coastal waters. A simple \$5 or more monthly contribution to the legal effort against the MLPA process may be the most important investment anglers can make to ensure the continuation of the sport for current and future generations."

Started by two Southern California fishermen in 2003, <http://www.bdoutdoors.com/> has become the largest online community of avid saltwater anglers and outdoorsmen, with more than 300,000 unique visitors coming to the site each month, generating nearly 7 million page views.



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