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## PATAGONIA LAUNCHES SIMPLE FLY FISHING CAMPAIGN WITH NEW BOOK AND FLY FISHING KIT

*Campaign aims to demystify fly fishing – making it more accessible by offering simple gear, easy techniques and basic teachings for all ages and skill levels.*

**VENTURA, Calif. (March 31, 2014)** — Patagonia, Inc., the outdoor apparel company, today launched its Simple Fly Fishing campaign – a program designed to demystify fly fishing and make it more accessible. The centerpiece is Patagonia’s Simple Fly Fishing kit, which contains a *tenkara*-style fly fishing rod, box of flies, line and leader, quick set up guide and a new book by Yvon Chouinard, Craig Mathews and Mauro Mazzo entitled *Simple Fly Fishing: Techniques for Tenkara and Rod & Reel*.

The kit is available in Patagonia retail stores across the United States, Canada and Japan and online starting today, and remaining stores on May 1. In addition, anyone visiting Patagonia stores can also get instant advice about the best places to go fishing in their local areas, as well as information about *tenkara* fly fishing clinics – open to the public – to be held in select retail locations in the coming days. This is the first time the company has sold gear for fly fishing, except for apparel.

“This is for the young person who has wanted to learn, but is intimidated by the complexity, elitism and expense of fly fishing,” notes Yvon Chouinard, Patagonia’s founder and owner. “This is for the woman and her daughter who are put off by the image of the testosterone-fueled, good-old-boy bass and trout fisherman who turned the ‘contemplative pastime’ into a competitive combat sport. And for the long-time angler who has everything and wants to replace all that stuff with skill, knowledge and simplicity.”

The wisdom behind the campaign includes a belief that the way towards mastery of any endeavor is to work towards simplicity, and to replace complex technology with knowledge. Patagonia’s Simple Fly Fishing kit aims to achieve just that. The *tenkara* fly rod contained in the kit – which has no reel – comes from a centuries-old Japanese fly fishing technique, which has been all but lost in modern-day fly fishing.

The rod is light, sensitive and elegant. Chouinard has found this incredibly simple technique to be highly effective at catching even the most difficult, highly selective fish. Patagonia developed the kit to promote the simplicity of this technique and bring many new people to the sport of fly fishing.

The book aims to teach readers, from beginner anglers to master fishermen, how to discover where the fish are, at what depth and what they are feeding on. It then describes the techniques needed to present a fly at that depth, make it look lifelike and hook the fish. With chapters on wet flies, nymphs and dry flies, the authors employ both the *tenkara* rod as well as regular fly fishing gear to cover all the bases. With paintings by renowned fish artist [James Prosek](#), and inspiring photographs and stories throughout, *Simple Fly Fishing* reveals the secrets and the soul of this captivating sport.

One percent of the sales from the book go to the preservation and restoration of the natural environment. In addition, the authors are donating their entire proceeds from the sales of the first edition to the Native Fish Society, the Atlantic Salmon Federation, and 1% for The Planet. Finally, Temple Fork Outfitters, which produces the fly fishing rods for Patagonia, is donating \$10 for each rod sold to organizations dedicated to river and creek restoration.

Simple Fly Fishing kit details:

- Tenkara fly rod, available in 8'6", 10'6" or 11'6" lengths
- *Simple Fly Fishing* (book) by Yvon Chouinard, Craig Mathews & Mauro Mazzo
- Simple Fly Fishing quick set up guide
- Box of Yvon-recommended flies (12 count)
- Line & leader

Retail price for the entire kit is \$255-\$280, depending on rod choice. Kit components are also for sale individually.

**About Patagonia**

Founded by Yvon Chouinard in 1973, Patagonia is an outdoor apparel company based in Ventura, California. A certified B-Corporation, Patagonia's mission is to build the best product, cause no unnecessary harm and use business to inspire and implement solutions to the environmental crisis. Since 1985, Patagonia has dedicated one percent of sales each year to environmental causes.

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