

The Art and Soul of *Simple Fly Fishing*

Patagonia announces limited run release of tenkara manual, in hardcover, signed by the authors and sold with signed original art prints by James Prosek

Simple Fly Fishing Limited Edition in Patagonia stores April 2015

Last Spring Patagonia launched their Simple Fly Fishing Campaign, a program designed to demystify fly fishing and make it more accessible by offering simple gear, easy techniques and basic teachings for all ages and skill levels.

Schooling us on the best way to catch fish—simply, with a rod and a fly and not much else—their *Simple Fly Fishing* book and kit (which contains a rod, box of flies, line and leader and quick set-up guide), introduced the stripped-down “tenkara” technique to the masses and helped bring thousands of new anglers to the sport.

Now there's a chance to own a bit of history from the masters of the sport. Patagonia announces an autographed limited edition release of the book that helped revolutionize fly fishing.

This spring, 500 ***Simple Fly Fishing Limited Edition*** (\$250) hardcover books signed by Patagonia founder Yvon Chouinard, “The Master of Simplicity” himself, and co-authors Mauro Mazzo and Craig Mathews will be available exclusively in Patagonia stores and at Patagonia.com. The books will come with four art-quality James Prosek prints (10”x7”), one of which is autographed by Prosek, who is also the book’s illustrator. The book and art will be packaged in a cloth-covered, silkscreened keepsake box.

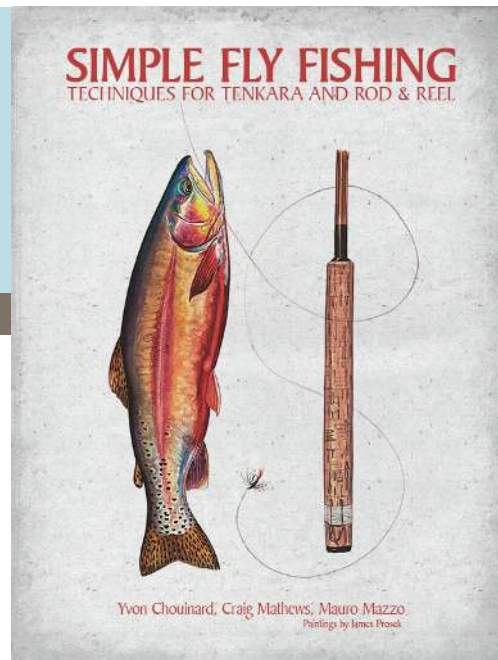
Simple Fly Fishing follows the premise “more you know, the less you need,” replacing complex technology with knowledge to teach readers how to use the centuries-old Japanese tenkara rod—which has no reel—to discover where the fish are, at what depth, and what they are feeding on. Then it describes the 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 Prosek, and inspiring photographs and stories throughout, *Simple Fly Fishing* reveals the secrets and the soul of this captivating sport.

“The lesson we learn from fishing with a tenkara rod is that we shouldn’t fear that a simpler life will be an impoverished life,” says Chouinard. “Rather, simplicity leads to a richer and more satisfying way of fishing—and more importantly, living.”

A portion of the proceeds from the limited edition will support World Trout, a conservation effort founded by Chouinard and Prosek to preserve native trout species worldwide.

patagonia®



BOOK SPECS

Patagonia | April 2015

Hardcover | 144 pages | \$250 U.S.

Cloth covered and silkscreened hardcover edition of the book, signed by all three authors

Four 10" X 7" art quality fish prints, one signed by artist, wrapped in tissue

All housed in a cloth-covered, silkscreened, keepsake clamshell box

Each box and all components are numbered

PR **BY THE** BOOK

About the Authors

Yvon Chouinard, a noted fly fisherman (named 2009 'Angler of the Year' by *Fly, Rod, and Reel*) and environmentalist, is the founder and owner of Patagonia, Inc. He cofounded, with Craig Mathews, 1% for The Planet, a group of businesses giving back to the environment. A bestselling author, *Simple Fly Fishing* is his third book and first release in the hunting & fishing genre. He lives in Ventura, CA.

Craig Mathews, with his wife, Jackie, is the owner and founder of Blue Ribbon Flies, a retail fly-fishing outfitter based in West Yellowstone, MT. Craig has authored five books on fly-fishing in the western U.S. and Yellowstone National Park and is renowned as an expert fly fishing guide.

Mauro Mazzo is an FFF Certified Master and THCI Casting Instructor, and he writes and photographs on a regular basis for European fly-fishing magazines. He has fished around the globe from the Italian Alps to Himachal Pradesh, from Cuba to the Kola Peninsula. He lives in Milan, Italy.

James Prosek (illustrator) is an American artist, writer, and naturalist. He made his publishing debut at 19 years of age with *Trout: an Illustrated History* (Knopf), which featured 70 of his watercolor paintings of the trout of North America. Today he is the author of more than a dozen books on fish of the world, including the NYT Book Review Editor's Choice *Eels* (Harper) and has written for *The New York Times* and *National Geographic Magazine*. Born in Stamford, CT, he is a 1997 graduate of Yale University where he was a member of Manuscript Society. He lives in Easton, CT. More at <http://www.troutsite.com>.

About World Trout

Launched in 2004 by James Prosek and Yvon Chouinard, World Trout is an on-going conservation effort to preserve native trout species worldwide. Their shared passion for fly fishing and the preservation of natural water resources led to the initiative, an idea initially spawned while fishing together in Yellowstone.

Each year, it highlights the efforts of various grassroots environmental organizations working to protect native trout populations and their habitats. Patagonia encourages other companies to join the World Trout campaign as well as 1% For the Planet, a non-profit consortium of businesses donating 1% of sales to environmental non-profits. Participating companies can pledge 1% of sales to World Trout beneficiary groups or other local, regional, or national environmental non-profits.

"Patagonia is deeply committed to supporting environmental conservation initiatives like World Trout," said Chouinard. "With Prosek's extensive knowledge and Patagonia's global reach, we've created a program that will support local grassroots efforts focused on preserving native trout species."

Learn more at <http://www.patagonia.com/us/patagonia.go?assetid=32942>.



L to R: Mauro Mazzo, Craig Mathews, Yvon Chouinard

"Simple fly fishing helps preserve our capacity for wonder. It can teach us to see, smell, and feel the miracles of stream life, with the beauty of nature and serenity all around, as we pursue wild fish."

-Yvon Chouinard

"Too often the joys of fly fishing are obscured by the water of nonessential tackle and techniques.

Simplicity, simplicity, Thoreau advised, and this book is brilliant in its insistence on simple essences. Framed by its focus on tenkara, it is a superb primer of core wisdom for all fly fishers."

-Nick Lyons

Media Contact: Stephanie Ridge, 512.481.7681, stephanie@prbythebook.com

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