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FOR IMMEDIATE RELEASE

AVALA GIVES BACK TO THE COMMUNITY

St. Louis, MO. – May 17, 2010 – What will St. Louis kids do this summer? The AVALA Marketing Group wants them to love the outdoors as much as video games and text messaging, so we are using our marketing skills to help the Missouri Department of Conservation promote their “GO FISH!” program.

GO FISH! is a free fishing program for kids 7-15 years of age. There are seven classes called “hooks” that run from April through September at four St. Louis area conservation lakes: Bellefontaine Conservation Area (North County), Forest Park (St. Louis City), Suson Park (South County) and August A. Busch Conservation Area (St. Charles). At the end of each class, kids get free fishing equipment, so by the time they graduate, they have a tackle box, lures, pliers, a rod/reel combo and a booklet of all public places to pursue their own local fishing adventures. The objective is to build kids appreciation for the outdoors and breed future ambassadors of the environment.

An inaugural tournament took place this year specifically for GO FISH! graduates. It gave kids another chance to fish and/or sign up to be a mentor for new students. Held at the August A. Busch Memorial Conservation Area on April 17th, the event was an overwhelming success. It was sponsored by Cabela’s, The AVALA Marketing Group and Noodles & Company. Awards were given for the heaviest fish, longest fish and most species caught. Attendance prizes were provided by Missouri Outdoor Guide Magazine and Denny Dennis - a local sporting goods store.

For more information on GO FISH!, a class schedule, tax exempt donation instructions or to view the photo gallery, visit www.friendsofgofish.com. Also, look for Fish Saint Louis on Facebook.

About AVALA: *Established in 1997, The AVALA Marketing Group is a full service marketing agency that specializes in research and analysis, creative services, interactive strategies, database marketing, channel enrichment and customer satisfaction measurement. For more information visit: www.avalamarketing.com.*

About The Missouri Department of Conservation: *The mission of the Missouri Department of Conservation is to protect and manage the fish, forest and wildlife resources of the state; to serve the public and facilitate their participation in resource management activities; and to provide opportunity for all citizens to use, enjoy and learn about fish, forest and wildlife resources. For more information visit: www.mdc.mo.gov.*

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