



The Fly Fishing Film Tour

January 2012

Friends, writers, bloggers, editors, fish bums, et al.,

Greetings! Yep, it's that time again. Our Fly Fishing Film Tour (F3T) is about to set off on its annual trek across the continent. We thought saying that, "this is our best tour yet" might sound cliché, so we spent a week brainstorming alternative descriptions. What we came up with is, "this is our best tour yet". Sorry, but damn the cliché, the truth is the truth. This year's tour simply has the most diverse, polished, beautiful, hilarious, and compelling set of films we've ever seen. And we can't wait to share them with you.

To help introduce you to this year's spectacle we've included a welcome packet of sorts. We like to think of it as one part press kit, another part cheat sheet and a dash of thanks for your continued support through the years. All in all, we think it makes a pretty solid cocktail. Speaking of cocktails (sorry, the segue was too easy), we hope you enjoy the bottle of Breckenridge bourbon we included. May it keep you warm on the water while you cast, in your living room while you watch the included previews, or at your desk as you compose your thoughts.

Your support through the year's has been a critical element of our success, and we hope, after going through this package, that you are able to find some time and space to include our tour in your various columns, posts, blogs, etc. We know that time and space can be an issue sometimes, but if you're interested in embedding any of the trailers from our tour, here's our Vimeo link: <http://vimeo.com/user8080043>

We also hope to see you when our show comes through town, so make sure to use the included tickets (they're good for any show) - and let us know if you need some more. Just a word of caution though, a few other tours have entered our marketplace. So to avoid any confusion, unless you see the F3T logo and bonefish, it's not our tour. We're grown men (please don't ask our wives for confirmation of this), we can handle the criticism and appreciate the feedback. We just want to make sure that all of it, good or bad, is directed at the proper source.

Below is the contact information for all of us back at F3T headquarters. Please don't hesitate to reach out to any or all of us. We're here any time to answer questions, provide information, send along photos or to just shoot the bull.

From our glass to yours, cheers.

The F3T Team

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