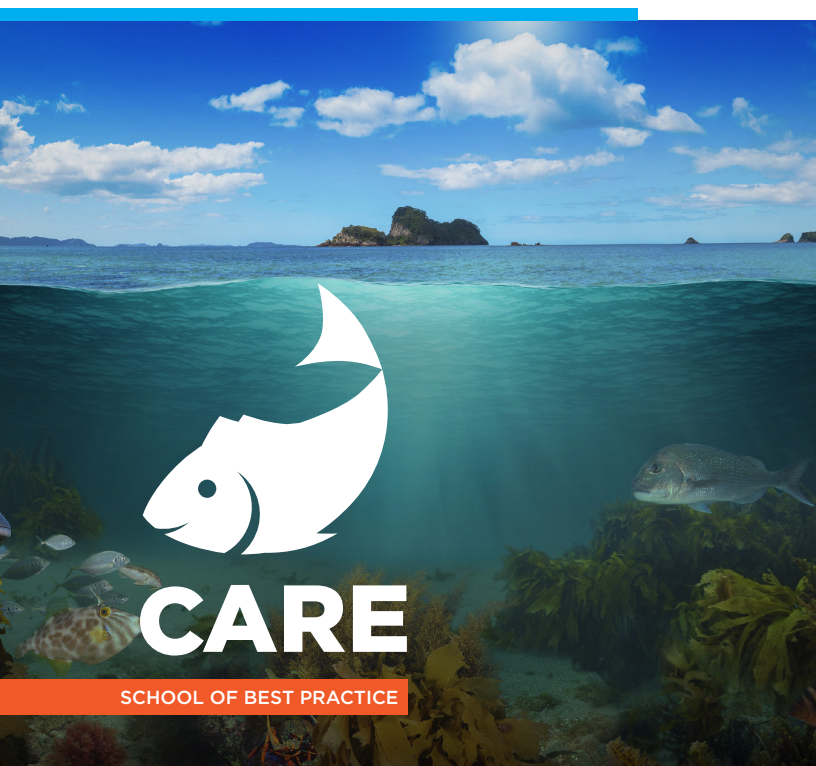


Be FishCare Aware!



It's time you came round to circle hooks.

Circle hooks will:

1. Lip hook fish more often, and
2. Improve their chance of survival upon release.

Learn the 5 FishCare principles at
www.fishcare.co.nz