



**For Immediate Release**

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### **New Accent Inns 'Fish for the Future' program supports British Columbia's natural environment**

**Victoria, B.C.** – [Accent Inns](#) hotels has just launched a new program that will see to the long-term viability of British Columbia's natural resources, as they continue to fulfill their vision of supporting local groups that strive towards improving the B.C. environment.

"Building business and building community truly go hand-in-hand," said Accent Inns CEO Mandy Farmer. "And in launching '[Fish for the Future](#)' program, we're showing that it's possible for every one of us to make a positive difference in our world – a core value held by Accent Inns."

The program, underway this month, is simple to support. For each guest who stays at any one of the hotel's locations and shows a valid freshwater or salt water fishing license, Accent Inns will donate \$2.00. Accent Inns 'Fish for the Future' partners are: [Freshwater Fisheries Society of B.C.](#) and [Pacific Salmon Foundation](#). In addition, the Accent Inns Vancouver Airport also has supporting services for the fishing enthusiasts with shuttle service to the South Terminal / float plane terminal for the 'fly-in' fisherman as well as providing freezer service on site.

Many fish populations native to British Columbia are at serious risk due to the destruction of habitat, unsustainable harvesting and the introduction of non-native species. Both the Freshwater Fisheries Society of B.C. and the Pacific Salmon Foundation work to conserve wild fish, provide education, and, over the longer term, to rebuild fish populations. Their commitment, with public support, will enable long term ecological sustainability and social enjoyment of this important aspect of province's economy.

"Wild Pacific salmon are critical to the overall health of our environment, and businesses like Accent Inns play a very important role by engaging their customers, employees and business partners on behalf of salmon," said Dr. Brian Riddell, president and CEO of the Pacific Salmon Foundation. "More than 200 businesses support the Pacific Salmon Foundation, but Accent Inns' new 'Fish for the Future' program is particularly special because it educates the broader public about the importance of wild Pacific salmon conservation, and the role all of us have to play on behalf of the environment."

With locations in five British Columbia communities: Burnaby, Kelowna, Kamloops, Richmond and Victoria, Accent Inns supports a variety of community-based activities that emphasize making a difference in people's lives today and in the future. Programs vary from location to location and include food and clothing drives and donations to homeless shelters, the Salvation Army, the TLC and The Royal Canadian Legion.

In addition to its community programs, Accent Inns are also committed to sustainability and reducing environmental impact. And in recognition of Accent Inns' commitment to protecting the natural world through a range of practices and policies, all of the B.C. hotels have been rated as "Four Green Key" by the Hotel Association of Canada – the second-highest available rating.

For more information on Accent Inns '[Fish for the Future](#)' program and Accent Inns locations visit <http://www.accentinns.com/deals/fish-for-the-future/fish-for-the-future> or call 1-800-663-0298.

# Top Ten Fishing Spots in BC

For summer and fall anglers, the province is full of idyllic retreats for a weekend of fresh air, fun and fishing. Fishing offers an affordable way to relax, whether you are planning a family getaway, a weekend with friends or a multi-generational trip with the extended family, the great outdoors offer the perfect holiday at the right price. Visit one of these beautiful spots and see why [Accent Inns' 'Fish for the Future'](#) program is helping sustain fishing in British Columbia.

**Alberni Harbour** - The town of Port Alberni, on Vancouver Island, is a salmon fishing mecca and great place to try your luck in the protected waters of the Alberni Harbour. The harbour is suitable for small-boat fishing and anglers can target chinook and coho salmon through September.

**Discovery Pier** –The Discovery Pier is probably one of the most accessible fishing spots on the coast. Located in the heart of Campbell River, on Vancouver Island, the 600-foot pier is a great place to take the kids for a lazy afternoon of saltwater fishing. The Pier even offers equipment rentals and a concession stand.

**Port Renfrew** - Located two hours northwest of Victoria on Highway 14, Port Renfrew and Sooke are just some of the spots along Vancouver Island's southwest coast that offer great fishing for coho and chinook salmon. This is primarily a small-boat fishery, but anglers can also go fishing with one of the areas' many charter operators or contact a local marina for information on boat rentals.

**Elk River and Tributaries** - Close to Fernie, B.C., the Elk River and its tributaries offer world-class fly fishing for Westslope Cutthroat Trout. The river features aggressively feeding trout and beautiful scenery in the East Kootenay Region of the province.

**Quesnel Lake** – Quesnel Lake is a big water body with even bigger fishing opportunities for rainbow trout and bull trout in one of the deepest fiord lakes in the world. This pristine lake offers excellent trolling, casting and fly fishing, particularly at the mouths of the many small creeks that enter the lake.

**Dragon Lake** - Almost located in downtown Quesnel, this is one of B.C.'s premier rainbow trout lakes. It is an extremely productive water body, which allows the stocked rainbow trout to reach very large sizes. It is one of B.C.'s most prized fly fishing lakes with trout reaching in excess of 4 kg.

**Roche Lake** - Situated about 30 minutes southeast of Kamloops in Roche Lake Provincial Park, Roche Lake is one of the most popular fly and spin fishing lakes in the Thompson/Nicola region of the province. Nutrient rich waters and a well-managed fish stocking program provides anglers with quality fishing for rainbow trout.

**Sheridan Lake** - One of the larger lakes along Highway 24, the fishing highway of the southern Cariboo region of the province, Sheridan Lake supports a healthy population of stocked rainbow trout that reach in excess of 6 kg.

**Whiteswan Lake** - In beautiful Whiteswan Provincial Park, located north of Cranbrook, this is an extremely picturesque water body with towering mountains as the backdrop for anglers fishing for stocked and wild rainbow trout. These fish are renowned for their strong fighting abilities.

**Tunkwa and Leighton Lakes** - Located within Tunkwa Lake Provincial Park just north of the town of Logan Lake, B.C., these are two of the most nutrient rich small lakes in the province. This translates into healthy and abundant populations of stocked rainbow trout. Good camping, plus a resort on Tunkwa Lake and paved roads almost to the water's edge make this an easy weekend trip from the Greater Vancouver area. The trout will reach in excess of 2 kg.

All anglers should check the fresh or saltwater fishing regulations for specific regulations that may apply to any of these BC waters, the regulations can be accessed via [www.discoverfishingbc.ca](http://www.discoverfishingbc.ca).

### **Freshwater Fisheries Society of BC**

*FFS-BC is a non-profit organization who works in partnership with the provincial government to deliver the fish stocking program, promote sport fishing development and provide conservation fish culture services that support steelhead and sturgeon recovery programs.*

### **Pacific Salmon Foundation**

*The Pacific Salmon Foundation is the trusted voice for the conservation and restoration of wild Pacific salmon and their ecosystems and works to bring salmon back, stream by stream through the strategic use of resources and local communities.*

### **About Accent Inns**

*The award-winning Accent Inns is a family-owned and operated company based in Victoria, British Columbia, with hotels located in Victoria, Richmond, Burnaby, Kelowna and Kamloops. All Accent Inns are rated 3 1/2 stars and have developed a reputation for their accent on quality, reasonable rates and excellent service.*

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#### **In Partnership:**

