



GEORGIA WILDLIFE
FEDERATION®

Press Release

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LOCAL WOMEN'S GROUP, ARTEMIS GEORGIA OF GEORGIA WILDLIFE FEDERATION, HOSTS FISHING OPPORTUNITIES FOR NEW PARTICIPANTS

Covington, GA – On June 6th, five ladies kicked off Artemis Georgia's summer fishing events with a Lake Juliette striped bass guided trip. All Seasons Guide Service hosted a safe and comfortable experience for the women teaching them skills to continue participation in the future. Established by Georgia Wildlife Federation, as a chapter of the national program of the National Wildlife Federation, Artemis Georgia inspires new and experienced anglers to get onto the water via community bonding and both hands-on and virtual learning opportunities.

Artemis Georgia aims to engage women in conservation via hunting, angling, and shooting sports. Participants are reminded that conservation dollars are generated through the sales of fishing tackle, reels, rods, and boat fuel. Fishing licenses purchased help direct those funds to local state habitat improvements, fish management, and boat ramp development. Women are encouraged to give back to conservation through habitat protection and advocacy.

Ladies are invited to connect on the second Wednesday of every month to discuss outdoor activities. Join them on July 12th at 7 pm for a conversation on fish cooking techniques. Led by the volunteer leaders of Artemis Georgia, attendees of all experience levels will learn new tricks to this valuable skill. Visit gwf.org/artemisgeorgia to learn more and register for meetings and fishing opportunities.

Bre Bashford of the Georgia R3 Initiative says, "The virtual chats that Artemis Georgia put on are a great way to dip that first toe in the water if a woman is interested in meeting a community who can help her learn new outdoor-related skills. The guest speakers are knowledgeable and the one-hour call is casual!"

In the US, the majority of conservation funding comes from hunters, anglers, and target shooters. To keep conservation support strong and relevant to all, the community is welcoming new audiences into the activity. This effort is known as R3- a national movement to recruit, retain, and reactivate hunters, anglers, and target shooters. According to the 2022 Special Report on Fishing published by the Outdoor Foundation and Recreational Boating and Fishing Foundation, females make up only 13% of the national participation rate. This gender gap is an opportunity to expand participation and Artemis Georgia strives to lessen the gap via mentoring and skill development.

Artemis Georgia is supported by the GA R3 Initiative consisting of Georgia Wildlife Federation, Georgia Department of Natural Resources-WRD, National Wild Turkey Federation, Georgia Chapter of Safari Club International and Ducks Unlimited. For more information visit gwf.org/r3.

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About Georgia Wildlife Federation

Georgia Wildlife Federation was founded as a sportsman's organization in 1936 and is Georgia's oldest conservation organization. Today, members include hunters, anglers, bird watchers, hikers, educators, and all Georgians who are interested in preserving our natural resources and outdoor heritage.