

GUNNISON SPORTS OUTFITTERS

EXCLUSIVE ANGLING GUIDES TO THE BLUE MESA RESERVOIR, COLORADO

GENE TAYLOR'S SPORTING SUPPLYS

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GUNNISON SPORTS OUTFITTERS BECOMES NEW POMA-- CORPORATE PARTNER

Gunnison Sports Outfitters—is pleased to announce that they have been accepted as a new Corporate Partner member to POMA (Professional Outdoor Media Association), and are looking forward to working with POMA members who would like to learn more about, *or come and experience* some of the fantastic fishing found on the Blue Mesa Reservoir/Lake in Colorado. The Blue Mesa Reservoir is the largest lake in the state of Colorado—boasting nearly 100 miles of shoreline and loaded with state-record “lunker” Lake Trout, Kokanee Salmon, Rainbow and Brown Trout, and Yellow Perch.

Gunnison Sports Outfitters (GSO), headquartered in Gunnison, CO is the exclusive year-round fishing guide service for the Blue Mesa Reservoir—open water boat and shore angling, ice fishing and much more.

“The Blue Mesa is one of Colorado’s premiere and most unique fishing lakes,” says Andy Cochran of GSO. “We attract thousands of anglers looking for great trout and Kokanee salmon fishing from around the nation. Because the lake is large, our waters are uncrowded and there are literally hundreds of great fishing locations, for shore angling and boat fishing in the spring and summer, as well as fantastic ice fishing in the winter months.”

GSO is the lake’s only fully-licensed, year-round fishing guide service. They cater to everyone from the novice and beginner angler, to the avid “hard-core” fisherman. In addition, their boats can accommodate families, plenty of friends and corporate groups.

“Fishing the Blue Mesa can be pretty intimidating because it is so large,” says Cochran. “We take the guess work out of finding the fish. In addition, we can tailor your trip for whatever species of fish you want to go angling for. We provide modern boats, fast engines, fish finders, down-riggers, rods, reels, lures, bait and terminal tackle. About all you need, is a fishing license, your camera to record some great memories and a smile. We take care of the rest.”

In addition to lake fishing, GSO also works in conjunction with **High Mountain Drifters**, for anglers wanting to walk/wade or do float angling trips throughout the Gunnison River Territory.

“We’ve got hundreds of miles of uncrowded streams and rivers here in the region,” says Cochran. “Cuts, cut-bows, browns and brook trout are loaded up in our waters. Fly and spin fishermen looking for a real Rocky Mountain High angling experience don’t need to look any further than our Gold Medal waters.”

“Becoming a Corporate Partner in POMA is a big step forward for **Gunnison Sports Outfitters**, and we are looking forward to telling our story, and showing POMA journalists and other POMA Corporate Partners what we have to offer,” says Marshal Taylor, Director of the Gene Taylor’s Sporting Goods/Outfitters group. “We think the lake, river and stream guiding services is going to be a new and major attraction for anglers around the country.”

Full information about for **Gunnison Sports Outfitters** will soon be available on their website at www.gunnisonsportsoutfitters.com. Gunnison, Colorado is a 3 ½ drive from Denver or Colorado Springs. In addition, daily, major airline flights are available in and out of Gunnison, CO.

Gunnison Sports Outfitters are welcoming press inquiries from POMA journalists and other Corporate Partners about upcoming scheduled group and individual PRESS FISHING/story opportunities and trips for the 2007/2008 season.

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High quality digitals and video are available immediately, upon request.

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