



# Fishidy and the Department of Natural Resources Plan to Deliver More Value to Wisconsin Anglers

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*Fishidy and the Wisconsin DNR cooperating to provide anglers new ways to make fishing easier while focusing on the recruitment and retention of state anglers.*

MADISON, WI, USA, April 29, 2015 /EINPresswire.com/ -- Just ahead of Wisconsin's May 2 fishing season opener, Fishidy, one of the fastest growing fishing social networks, is excited to announce a cooperative effort with the Wisconsin Department of Natural Resources to provide Wisconsin anglers new ways to make fishing easier while focusing on the recruitment and retention of state anglers.

As a result of the initiative, Fishidy will be able to integrate thousands of Wisconsin waterways into its already impressive and growing database of the most popular fishing destinations across the U.S. Additionally, there will be a new Wisconsin-focused Web page as a means to deliver relevant, real-time Wisconsin fishing information including rules and regulations, stocking information and the most recent fishing activity in the state delivered via Fishidy's website and mobile app platform.

"Our relationship with Fishidy provides an additional channel to share information with outdoors-minded consumers planning Wisconsin fishing adventures," said Michael Bruhn, DNR's assistant deputy secretary. "With its growing audience base, Fishidy offers another means of delivering real-time fishing information that will help DNR retain and recruit new Wisconsin anglers."

"Working with the department has opened up an exciting new series of opportunities for Fishidy, which will not only benefit our Wisconsin and Midwest-based members, but it paves the way for creating a mutually beneficial program and ultimately allows us to deliver more value for everyday anglers all across the country," says Brian Jensen, Fishidy CEO. "We're honored that the DNR will be working with us and we're looking forward to the many opportunities this relationship can bring to both parties."

About Fishidy, Inc.

Fishidy is the only authoritative, intelligent, map-based social network that maximizes an angler's time on the water by presenting and cultivating critical location-based information. Fishidy provides its continually growing 300,000 member angling community the maps of specific

locations to plan their outing for success, the tools to catch their targeted species of fish, and the option to brag using social media. Learn more at [fishidy.com](https://fishidy.com).

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