



FOR IMMEDIATE RELEASE

August 5, 2014

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WorldCast Anglers Announces New Additions to Management Team

(Victor, Idaho) – WorldCast Anglers, offering unmatched access and unparalleled professionalism as the premier fly fishing outfitter in the Rocky Mountains, is thrilled to announce the promotion of Mike Dawkins to Vice President and C.G. Sipe to Chief Operating Officer on the WorldCast Anglers management team.

Dawkins joined the WCA team in 2008. As the Retail and Business Development Manager he successfully expanded the retail operations and marketing reach for the organization before transitioning to the Chief Operating Officer role. In his new role as Vice President, Dawkins is eager to apply his enthusiasm, professionalism and management experience to the success of WCA.

Sipe joined WCA in 2010 as a fishing guide after completing the Western Rivers Guide School, and offered operational support as the Outfitting Manager. His experience in commercial outfitting, and intimate knowledge of the extensive destination fishing experiences offered by WCA will bring a solid expertise to the COO role.

“These exciting additions to our leadership team will allow us to capitalize on our current successes and new opportunities in the fly fishing industry,” said Mike Dawes, President, WorldCast Anglers. “Both Mike Dawkins and C.G. Sipe have a strong track record of managerial and operational leadership, robust business performance, and are committed to exceptional angling service for our clients.”

These personnel changes were prompted by the departure of Jim Hickey, a friendly and bittersweet transition as Hickey explores new professional challenges outside of the fly fishing industry. Hickey leaves a spectacular legacy as one of the early leaders at WCA. He joined WorldCast Anglers in 1999 as a guide and quickly climbed the ranks to a Head Guide position. Jim transitioned to an owner and partner of overall business operations and continually built upon the growing WCA brand and services. In his executive role, he aided in the expansion of the company’s overall product offerings and served as the head of the Western Rivers Guide School. In 2008, Jim was named the Orvis Freshwater Guide of the Year and competed in the World Fly Fishing Championships in Sweden in 2005 and in Finland in 2007.

“We have all appreciated Jim’s insights, perspectives, companionship and professional relationships throughout the years and wish him the best in his new journey,” said Dawes. “We look forward to seeing him fishing with his family on the South Fork – hopefully behind us.”

About WorldCast Anglers

Based in Victor, Idaho and with an office in the Orvis store in Jackson Hole, Wyoming, WorldCast Anglers' goal is to bring your dream of a western fly fishing adventure to life. WorldCast Anglers is the premier fly fishing destination in the Rocky Mountains. Additionally, WorldCast Anglers is home of the famous "South Fork Hilton" overnight fly fishing adventure, the Western Rivers Guide School and renowned hosted destination travel offerings. Regardless of where your dream destination is, WorldCast Anglers will work tirelessly to turn your next fly fishing adventure into a dream come true. For more information visit us online at www.worldcastanglers.com.

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