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Shimano's Phil Morlock Receives Sportfishing Industry Award

Peterborough, ON - Phil Morlock, Vice President of Government Affairs and Advocacy for [Shimano](#), was awarded top honours today from the [Canadian Sportfishing Industry Association \(CSIA\)](#).

President Kim Rhodes presented Morlock with the CSIA President's Award at the [Toronto Sportsmen's Show](#) Thursday morning. The President's Award is given to an individual who engages in advocacy and leadership in support of recreational fishing and conservation in Canada.

Morlock has a professional background in wildlife biology, environmental outdoor education, criminal law enforcement, and TV and print journalism. In addition to his work with Shimano, he is also the Government Affairs Chair for the CSIA and CNSF, sits on the board of the [Congressional Sportsmen's Foundation \(CSF\)](#), and is an Honorary Member of the [Parliamentary Outdoor Caucus](#).

"Phil has been active in the outdoors community for decades," stated Kim Rhodes. "Professionally he has managed corporate conservation programs and represented Shimano in advocacy issues with federal, state and provincial governments, and natural resource agencies in the U.S. and Canada. However, he also has a deep-seated personal interest in the welfare of our natural resources and in fishing as an integral part of our Canadian heritage."

The Canadian Sportfishing Industry Association (CSIA) represents the manufacturers, distributors, retailers and sales agencies which serve the 8 million Canadians who fish as an outdoor heritage activity.

For inquiries and to arrange an interview, please contact Mike Melnik at 888-296-8978, info@catchfishing.com.