



The Malta Fishing Forum is once again organising its annual fishing/trolling competition, but unlike past editions, we decided to step up efforts by upgrading the event's size and to include a philanthropic aspect. This decision stems from the aim to return some value to the local community, especially to children in need, through the practice of our preferred sport. The Malta Fishing Forum has chosen the Puttinu Cares Foundation, a children's cancer support group. Following the success of past events such as last year's, which saw 57 different boats/teams competing for top-honours, we have now extended the event making it the first ever Big Game Fishing Competition to be held in Malta.

The MFF's underlying objectives in organising this event revolve around bringing together the local recreational fishing community (including families and friends); raising awareness with respect to the sport, conservation and sportsmanship aspects; but most importantly to disseminate information and gather funds for The Puttinu Cares Foundation. In order to make this possible, the MFF is calling upon as many stakeholders as possible to pledge their assistance through any means.

As a starting point, we have presented our plans and received the endorsement of Malta's current President, his Excellency Dr. George Abela, who shall preside over the entire event. This provides added-value both for us as organisers and for those who will involve themselves in making this a successful event. Hence a large scale marketing campaign spread over a number of marketing mediums is on plan prior, during and after the event. Activities shall include TV and radio coverage on local mainstream stations; the publication of a commemorative high-quality magazine; and also the setting up of stands during other fund raising activities conducted by the Puttinu Cares Foundation.

In order to involve as many organisations as possible and collect as many funds as possible, we have devised various methods and mechanisms for inclusion, irrespective of the means or level of involvement entities are willing to pledge. To facilitate the understanding of these options, and to provide a clearer picture on our objectives, strategy and plans we are proposing the setting of individual meetings at your convenience.

At this stage we feel its important to denote the fact that any involvement provided is solely aimed at raising funds for the Puttinu Cares Foundation, and that the MFF will ensure that necessary documentation, fiscal verification and legal parameters are respected and upheld at all times. All donations will be acknowledged by an official receipt. Since Corporate Social Responsibility principles have gained added importance in today's business context we are sure that value will be returned to your organisation via involvement in this event. We hence look forward to a positive reply and your acceptance for holding a meeting for us to explain matters further.

Malta Fishing Forum Organising Committee