

For Immediate Release  
Wednesday, October 24, 2007  
Contact: Videos For Change Productions

### **Fly Tiers Delight in New DVD Release**

Albany, NY ~ Videos For Change Productions is pleased to announce a new DVD release entitled, *From Fishy's Fly Box*, featuring Jay "Fishy" Fullum. Throughout the 118 minute DVD, fly tier Fullum shares his expertise and tying skills demonstrating 8 of his most successful patterns for cold, warm and saltwater fishing. "Fishy" will be on-hand to launch the DVD and answer any questions in person at the **Saratoga Borders at 395 Broadway, Saratoga Springs, NY 12866, Thursday, November 8<sup>th</sup> from 7pm - 9pm.**

Fullum is a featured columnist for Fly Tier Magazine whose columns are noted for the use of unusual materials and techniques.

"I love developing a new idea or material into something that will catch fish. This is the most rewarding time spent behind the vise. After a new fly is established, it is field tested. If fish and I both like the new creation, it is passed on to other fly fishers and tiers. All of the flies in this video have caught fish when other offerings were refused," says Fishy.

Video production was produced by filmmaker Mike Cavanaugh of Cavanaugh Communications specializing in instructional, promotional and documentary video production.

"It was great getting the opportunity to work with Fishy again. A lot of fun. The quality of the close-up, tied from the tiers perspective, offers the viewer an over the shoulders perspective that is very useful to novice and experienced tiers alike," says Cavanaugh.

Cavanaugh and Fullum are old friends who worked together at D.E.C. since 1974. The DVD was designed by Mike Camoin of Videos For Change Productions. Cavanaugh connected with Camoin at Upstate Independents, a filmmaker's network that serves to link media artists together since 1995 and recommend he join the team.

"Like any other how-to video, we wanted access to the 8 fly chapters to be relatively easy to review for the tier. DVDs like Fishy's are ideal for repeated viewings and a useful educational tool," says Camoin.

The DVD is distributed by Videos For Change Productions makers and distributors of *Inside the Blue*, *How to Make an Adirondack Packbasket* and *The Battles of Saratoga* which can be found in shops throughout the northeast.

Fishy's 2007-2008 calendar is filling up fast for guest speaking opportunities. He does lectures and demonstrations from Colorado to Texas working with Orvis, Carbellas and the like. While the project is courting national retailers and distributors, fly tiers and enthusiasts are fortunate to find this comprehensive program already available in the Northeast at most Borders Books & Music outlets from Plattsburgh to Albany, as well, on-line at [www.videosforchange.com/vfcstore](http://www.videosforchange.com/vfcstore)

**Press photos are available for download at**  
[www.videosforchange.com/media/fishy\\_press.htm](http://www.videosforchange.com/media/fishy_press.htm)

Learn more at [www.videosforchange.com/media/fishy.htm](http://www.videosforchange.com/media/fishy.htm)

**For additional information**

**Contact:**

**Jay "fishy" Fullum**  
**518.756.6393**

**Mike Cavanaugh**  
Cavanaugh Communications  
[cavcomm@gmail.com](mailto:cavcomm@gmail.com)  
518.378.5744

**Mike Camoin**  
Videos For Change Productions  
518.312.4523 (w)  
518.441.5300 (c)  
[info@videosforchange.com](mailto:info@videosforchange.com)