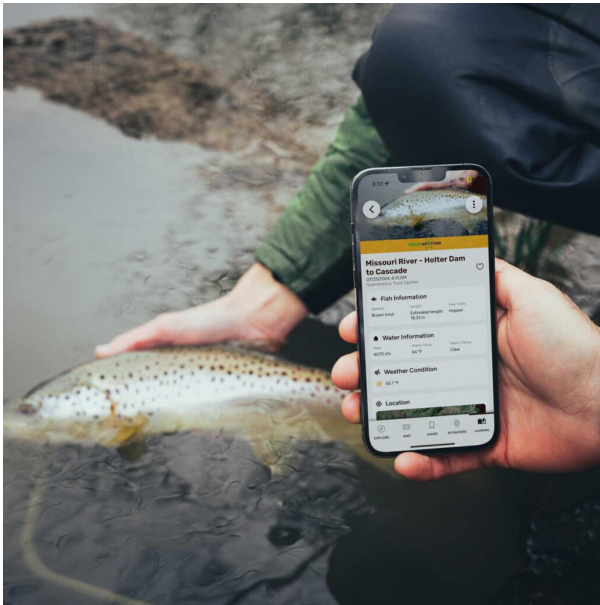


# onWater Fish Launches C.A.T.C.H. Project: Empowering Anglers to Become Community Scientists

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**onWater Fish, a mobile mapping app for recreational anglers, has launched the ambitious C.A.T.C.H. Project (Community of Anglers Tracking for Conservation & Habitat). This groundbreaking initiative combines cutting-edge technology with community science to revolutionize recreational fishing and fisheries management.**

C.A.T.C.H. empowers everyday anglers to make a real difference by providing them with tools to:

- **Measure fish length accurately and quickly** using onWater's industry-first, AI-powered photo-based measurement system. This eliminates the need for traditional methods like tape measures and minimizes fish handling, promoting "Keep Fish Wet" practices.
- **Identify fish species** with ease through the app's integrated 3rd party identification tool, drawing from a vast database of freshwater and saltwater species.
- **Contribute valuable data** on fish catches, location, water conditions, and weather. This data will be used by scientists and fisheries management organizations to gain a deeper understanding of aquatic ecosystems and inform conservation efforts.

onWater prioritizes data privacy - onWater Fish won't share anglers' catch locations, ensuring their success on the water remains private. All catch data is stored securely in the angler's private in-app journal and is only shared with vetted conservation agencies.

**C.A.T.C.H. is already gaining traction with leading conservation organizations:**

- **TroutSpotter:** This program, soon to be available nationwide, leverages onWater's AI fish identification to track individual trout populations and support conservation efforts.
- **Science on the Fly:** onWater Fish and Science on the Fly have partnered to modernize their data collection methods, making it easier for citizen scientists to contribute valuable information.

onWater Fish invites everyone in the fishing industry to join the movement:

- **Fisheries Management Organizations:** Integrate onWater Fish technology and its user base into your conservation efforts.
- **Fishing Product Manufacturers & Retailers:** Partner with onWater to promote the use of these free, user-friendly conservation tools.
- **Anglers:** Download the app (iOS & Android) and become a community scientist! Log your catches, share observations, and use your data to become a smarter angler while contributing to the health of our waterways.

Alex Maier, CMO at onWater Fish, said: "Our unique strength lies in being a data company first. Through our mobile app, we're putting powerful conservation tools in the hands of every angler, free of charge. We're not just collecting data for fisheries management, we're empowering anglers with insights to improve their fishing experience with every fish they catch or trip they take. It goes without saying, but this whole project is a huge part of our vision of Fishing Access for All™."

**For more information or to learn how to get involved, visit the C.A.T.C.H. Project landing page or contact Alex Maier at [alex@onwaterapp.com](mailto:alex@onwaterapp.com).**