



Protect Your Right to Fish!

TAKE ACTION NOW!

Go!

September 2, 2010

Dear Cabela's Customer:

Occasionally, an issue of such importance arises we feel it necessary to contact our loyal customers. With our fishing rights at stake, this is such an issue.

On August 23, 2010, the U.S. Environmental Protection Agency was petitioned by the Center for Biological Diversity and others to ban lead from ammunition and fishing tackle, including sinkers, jigs, weighted fly lines and components containing lead, such as brass and ballast in lures, spinners, stick baits and other fishing products.

On August 27, the EPA denied the petition regarding ammunition, but let stand the petition to ban lead in fishing tackle and has opened a short period for taking public comment.

Such a ban would cause prices of fishing products to skyrocket. Alternative metals can cost from six to 15 times more than lead, and most do not perform as well. For many, fishing would no longer be the affordable sport it is now.

Please join Cabela's and Keep America Fishing in opposing this ban by submitting your comments to the EPA no later than September 15, 2010. You can easily do so by [clicking here](#).

It is a fast and easy way to assure your opinion is heard.

Cabela's is working in conjunction with the American Sportfishing Association and Keep America Fishing to protect our tradition and heritage of fishing.

Thank you for your help.

Sincerely,

