



QUALITY & INNOVATIVE
PRODUCTS



AMERICAN MAPLE INC

14020 S. WESTERN AVE GARDENA, CA 90249 USA TEL 310 515 8881 FAX 310 515 8882

WWW.AMERICANMAPLE.COM

For Immediate Release

Gardena, CA (June 15, 2010)

American Maple Inc., the corporate name behind Promar and Ahi USA fishing gear and tackle brands, donated approximately 400 specialized nets to assist with the BP Gulf Oil Disaster cleanup and rescue. Though these nets were not originally designed with this application in mind, the tight mesh pattern, all aluminum frame, and 3ft handle is an ideal tool to not only help with the collection of oil globs gathering on the surface, but will also assist with the rescue of birds, reptiles, and other marine life stranded and stuck in the toxic petroleum goo as a direct result of the BP Gulf Oil Disaster.

“We researched a number of credible organizations over a 2 week period. Many emails were sent, messages were left, and referrals from 3rd party organizations were sought. Our search yielded little results until we made contact with BTNEP, a highly respected organization whose focus is on preservation and restoration of 4.2 million acres of estuaries,” said Jason Morton, Director of Marketing for American Maple Inc.



BTNEP stands for the Barataria-Terrebonne National Estuary Program. BTNEP has partnered up with 4 other conservation organizations to coordinate the volunteer response for all of Louisiana. They are currently working with BP to identify opportunities for volunteer support including pre-landfall beach cleanups and oil removal from impacted beaches and wetlands. They recently introduced a “no thrills” website for volunteers to register at www.gulfresponse.org. They are also working with national and local partners in coordinating the bird, mammal, and reptile rescue. In addition, BTNEP is now coordinating donation and collection for the Louisiana Department of Wildlife and Fisheries.

“We felt helpless as we watched the events from the BP Gulf Oil Disaster unfold. From where we were sitting in our offices in Southern California, it just seemed that not enough was being done in anticipation of the millions upon millions of barrels of oil bearing down on the Gulf coastline. It wasn’t a matter of if, it was a matter of when and how much.” This toxic goo would inevitably seep its way into the fragile inland waterways and estuaries and cause immense ecological destruction. The socio economic impact has been immense and continues to grow. It has already taken a huge toll as the impact on the recreational, commercial, and tourist fishing industries has been devastating. “We’ve spoken to independent tackle stores, distributors, and commercial fishermen. To put it mildly, there isn’t a whole lot to be optimistic about, but with everyone’s small efforts we can make a big difference.” says Jason.

American Maple Inc. is a leading global manufacturer of fishing tackle and outdoor products with over 50 years of manufacturing and product development experience. American Maple manufactures more than 300 products under the Promar and Ahi USA brands. To learn more about American Maple products, go to www.AmericanMaple.com or call toll free 866-264-1562.