

2026 BC Family Fishing Weekend Promotional Guide

1. THE ESSENTIALS

Websites	BC Family Fishing Weekend: bcfamilyfishingweekend.com BC Family Fishing Weekend Events: bcfamilyfishingweekend.com
Hashtags	Tag your online content with #BCFamilyFishingWeekend
Social Media Tags	Please tag gofishbc so we can see and share your content and help promote your events ● Facebook: facebook.com/gofishbc/ @gofishbc ● Instagram: instagram.com/gofishbc/ @gofishbc
Graphics & Visuals	Can be found in this Google folder
Questions/Comments **Promotion related:** **Event related:**	Please contact the following: Jess Greinke - jess.greinke@gofishbc.com Jenna Merth - jenna.merth@gofishbc.com

Thank you for hosting an event for BC Family Fishing Weekend and sharing the love of fishing in our beautiful province!

Our team at the Freshwater Fisheries Society of BC have put together some key messaging and sample social media posts that you can share with your community in the lead-up to BC Family Fishing Weekend on June 19 – 21. Use these as templates and adjust to best communicate with your community. Remember to add in your event details or link to the BC Family Fishing Weekend webpage, use the hashtag #BCFamilyFishingWeekend on social media, and tag us here at @gofishbc on Facebook and Instagram, where possible, so that we can see your content and share it.

2. WHAT IS BC FAMILY FISHING WEEKEND?

- BC Family Fishing Weekend is an annual celebration of fishing that coincides with the Father's Day weekend each year. In 2026, the three-day event falls on June 19th to 21st.
- 2026 marks the 27th year of BC Family Fishing Weekend.
- It's a chance to fish licence-free. Right through the third weekend in June (including the immediately preceding Friday), our provincial government waives the requirement for residents of Canada – individuals who have lived in Canada for the preceding 12 months – to buy or carry a non-tidal (freshwater) basic fishing licence. The federal Department of Fisheries and Oceans Canada, which manages fishing in tidal waters, also offers the opportunity to go saltwater fishing for free. There are some exceptions. If you plan to fish for species that require a conservation surcharge stamp (steelhead, Shuswap Lake rainbow trout and char, Kootenay Lake rainbow trout, white sturgeon, and salmon in both tidal and non-tidal waters) in Classified Waters (highly productive trout streams, listed as Class I or Class II waters in the water-specific tables of the fishing regulations) then you are still required to purchase the appropriate licence(s) and stamp(s). For further details, see the BC Family Fishing Weekend website. Anglers must always adhere to catch quotas and regulations.
- The purpose of the weekend is to encourage family and friends to get together and go fishing, perhaps for the first time!
- Groups and communities are encouraged to host local events. Activities at past events have included family barbeques, fly-tying clinics, free rod and tackle loan, children's fishing clinics, and stream clean-up projects.

3. KEY ACTIONS PEOPLE CAN TAKE

When participating in BC Family Fishing Weekend, there are a few ways people can celebrate:

- Host an event
- Attend an event
- Enjoy the licence-free weekend and go fishing. Check out the Where to Fish map on the Freshwater Fisheries Society of BC's website for lakes stocked with fish, or the Family-Friendly Fishing Spots map on the BC Family Fishing Weekend webpage.

4. EVENT POSTERS

If you would like to promote your event by putting up a physical poster, we have provided one that you can print on letter-size paper. After printing, add your event details in the space provided at the bottom of the poster. Remember to include:

- Date
- Time
- Location
- Cost (if any)

- What to bring (e.g. are fishing rods and gear provided, or should attendees bring their own)
- Whether it is a family-friendly event

Poster: Can be downloaded from the Google Folder.

5. SOCIAL MEDIA GUIDE

Social Media Images
Can be found in this Google folder. Feel free to use these or your own images.

To save you some time, we've included sample posts you can use to post about your event in the weeks leading up to BC Family Fishing Weekend. Remember to include relevant event details, dates, and any registration requirements in your actual social media posts.

Sample Social Media Captions
Mark your calendars for BC Family Fishing Weekend, June 19 - 21, 2026! This is BC's annual celebration of fishing – join in the fun at our event [mention more here] or learn about the licence-free fishing weekend and other ways to celebrate here: bcfamilyfishingweekend.com #BCFamilyFishingWeekend
🎣 Calling all fishing enthusiasts and families! Join us for an exciting weekend of angling adventures on BC Family Fishing Weekend. Get ready to reel in memories at [insert event details]. For more information on the celebrations taking place from June 19 - 21, visit: bcfamilyfishingweekend.com #BCFamilyFishingWeekend
On Father's Day weekend, June 19 – 21, celebrate #BCFamilyFishingWeekend with us [or tag your organization] and @gofishbc. We're sharing our passion for fishing, and helping more British Columbians enjoy the great fresh and saltwater resources of our province! You can celebrate by enjoying licence-free fishing between June 19 – 2, or join an event. [Mention your own event here if hosting one] For more event information visit bcfamilyfishingweekend.com
How are you celebrating BC Family Fishing Weekend on June 19 -21? You can join in the fun by: - Joining us [your event information here]

- Attending other BC Family Fishing Weekend events. Information found at bcfamilyfishingweekend.com
- Enjoy licence-free fishing on your own, with friends, or family.

#BCFamilyFishingWeekend

🐟 Get hooked on a weekend of family fun! The BC Family Fishing Weekend, which coincides with Fathers' Day, is the perfect opportunity to introduce your little ones to the joy of fishing. Come join us for a weekend of unforgettable memories! [Insert event details here] #BCFamilyFishingWeekend