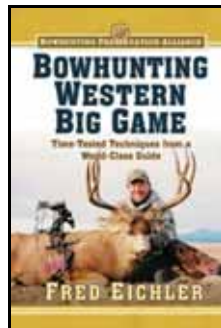


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FOR IMMEDIATE RELEASE

Grand Slam Bowhunter Fred Eichler Tells You How to Master Hunting Out West in *Bowhunting Western Big Game*

Woods N' Water Press is eager to announce the release of its newest title in the SAVE OUR HERITAGE series of branded books in association with the Bowhunting Preservation Alliance titled, *Bowhunting Western Big Game: Time-Tested Techniques from a World-Class Guide* by Fred Eichler.

Share a Master Guide's bowhunting secrets and tactics to successful bowhunting for big game in the Rocky Mountains. Fred Eichler, noted guide, TV host, and respected big game bowhunter, provides readers with insight to bowhunting elk, bear, mule deer, whitetails, antelope, mountain lions and turkeys throughout the West. Eichler also includes valuable information on guided hunts, drawing tags, backpacking out west, shot placement and tips on following-up after the shot. Useful shot placement charts for big game and Pope & Young score sheets are also included.

T.J. Conrads, Editor/Publisher of Traditional Bowhunter magazine said, "As an editor, I have spent 20 years reading, editing, and working with manuscripts on all things related to bowhunting. Fred Eichler's writing, in a nutshell, is refreshing. And even though I may never have the opportunity to experience many of the exciting, heart-pounding bowhunts that Fred has, I have been able to experience them vicariously through his writings."

As the CEO and President of the Archery Trade Association, Jay McAninch, said, "Fred Eichler is to bowhunting what Bo Jackson was to the sporting world. Where Bo was equally adept at carrying a football as he was at hitting a 90 mph fastball, Fred is able to pick up any type of archery equipment and excel at his craft – bowhunting. In a time when traditional bow users resent those who use compound bows and compound bow users look down their noses at those using traditional equipment, Fred ignores the controversy and has fun shooting bows and arrows. As part of the SAVE OUR HERITAGE program, the purchase of Fred's book will help anyone who has an interest in trying archery, to get that opportunity. The proceeds from this book will help put archery into schools, city and county recreation programs, into Scouting and 4H programs and the list goes on and on. And, just like Fred, these programs will introduce kids to the joy of shooting arrows and no one will care what bow each child has selected. It's more important that those we recruit into the sport see, through Fred's eyes, the pleasure of using any archery equipment to enjoy the great outdoors.

Bowhunting Western Big Game by Fred Eichler; pub. date January 2008; Price: \$22.95; Softcover; 6 x 9; 100+ BW photos; 8-page color insert, 176 pages; ISBN: 978-0-9795131-5-2; available from the publisher at woodswaterpress.com, atabooks.com, amazon.com, and Baker & Taylor. Distributed by Cardinal Publishers Group (www.cardinalpub.com).

Other titles in the series include: *Denise Parker: A Teenage Archer's Quest for Olympic Glory* by Denise Parker; *Bowhunting Tactics That Deliver Trophies* by Steve Bartylla; *The Bowhunter's Field Manual* by Judd Cooney; *The Complete Bowhunting Journal* by Rick Sapp; *Fail-Proof Tactics for Whitetail Bowhunting* by Bob McNally; *Bowhunting's Superbucks* by Kathy Eting and *Bowhunting Forests and Deep Woods* by Greg Miller. For additional information, call 1-800-652-7527.