

A smart idea for reducing bycatch could net you **\$25,000**

WWF's International Smart Gear Competition

Fisheries bycatch is the leading threat to many endangered marine mammals, cetaceans, sea turtles and sea birds around the world. World Wildlife Fund created the International Smart Gear Competition to inspire and reward **INNOVATIVE, PRACTICAL AND COST-EFFECTIVE IDEAS** that allow fishermen to fish 'smarter' – better targeting their intended catch while reducing bycatch.

The Competition will award a \$25,000 grand prize and two \$5,000 runner-up prizes to the best ideas.

SUBMIT YOUR IDEAS BY MARCH 15, 2006



for a living planet[®]

For details go to www.smartgear.org

For official competition rules and to learn how to enter, please visit www.smartgear.org. The competition begins on November 29, 2005, and ends on March 15, 2006. Judges will apply six criteria to find the most innovative, effective, and practical entries. Employees, agents, current contractors, and relatives of employees of World Wildlife Fund, Inc. or any WWF National Organization are ineligible. Judges and relatives of Judges are also ineligible. The competition is void where prohibited. Odds depend on number of entries received. No purchase is necessary.