



Press Release  
8<sup>th</sup> December 2014

## **River Monsters and Go-Fish partner-up to create angling app '*River Monsters Fish On!*' launching on iOS 19<sup>th</sup> December 2014.**

**River Monsters Fish On! is the essential tool for anglers and River Monsters fans of all ages, combining a simple, easy to use digital logbook, with exclusive River Monsters content and knowledge.**

Building on the already established *Go-Fish* Angling app, *River Monsters Fish On!* offers a digital 'logbook' for anglers to record, rate and compare their catches, and introduces a fresh look and exclusive River Monsters content. The app will be available worldwide excluding USA, from 19<sup>th</sup> December 2014

To trial the app please contact Jeremy Willis on [jeremy@go-fish.co.uk](mailto:jeremy@go-fish.co.uk)



*River Monsters Fish On!* will retain all the original features of *Go-Fish*, allowing users to create their own profile and record their catches in an intuitive digital logbook. Entering details such as species, location and weight, pulls up additional information such as the weather at the time of catch to give a full picture of the conditions required to reel in their catch for their own log and to compare against friends and fellow anglers to compete for the biggest catch!

The partnership with River Monsters brings a re-brand and exclusive River Monsters content to the app including a Top 10 profile, allowing users to view the most extreme catches from the extreme angling show and to compare them against their own. A 2<sup>nd</sup> phase launch, coming in 2015, will see the release of the Android app as well as offering all users the opportunity to purchase access to additional River Monsters content and app features.

## Technical specifications and web links:

Platform availability: iOS7 and above (iPhone and iPad)  
Android version coming 2015  
Website: [www.rivermonsters.tv/app](http://www.rivermonsters.tv/app)  
App Stores: <https://itunes.apple.com/gb/app/fishing/id428834749?mt=8>

***River Monsters Fish On!* is a partnership between Go-fish and Icon Films Ltd, producers of the ITV hit series River Monsters.**

The sixth series of River Monsters starts on ITV1 in January 2015. This season freshwater detective and extreme angler Jeremy Wade embarks on his longest and most dangerous journey yet as he travels to the Amazon. From the politically charged intersection of Brazil, Colombia and Peru, to the remote settlement of a rainforest tribe, Wade criss-crosses the continent to investigate and catch his suspects. While freshwater fish are normally on his list, on one thrilling hunt he forgoes rod and reel entirely, venturing deep underwater into a creature's lair to catch one alleged offender that is most definitely not a fish...

- ENDS -

**For further information or interviews please contact Belinda Biggam on 0117 910 2030 or email [Belinda.Biggam@iconfilms.co.uk](mailto:Belinda.Biggam@iconfilms.co.uk)**

## Notes to Editors

### Icon Films

24 years old this year, Icon Films has produced over 300 hours of factual programming for the UK and international markets.

Icon Films brings together funders and works with broadcasters including the BBC, Channel 4, Five, ITV, National Geographic, Discovery Networks, Arte and PBS. Its work is internationally distributed by ITV Studios Global Entertainment, BBC Worldwide, Zodiak Rights, FremantleMedia International and TCB Media Rights.

Icon Films has a reputation for originality, excellence and entertainment across the breadth of factual genres including science, history, exploration and natural history.

Icon Films series for Animal Planet US, *River Monsters*, presented by angling explorer Jeremy Wade, is the best performing series in the network's history and is now in its seventh series.

Recent productions include **Africa's Fishing Leopards (BBC)**, **Spawn of Jaws 2 The Birth** (Discovery Channel), **Survive The Tribe** (National Geographic Channels), **Africa's Giant Killers** (BBC).

Icon Films is run by a senior management team which includes Creative Director Harry Marshall, Managing Director Laura Marshall, Director of Production Andie Clare and Commercial Director Lucy Middelboe.

### Go-Fish

Jeremy Willis, applications support specialist, founded Go-Fish as a website for the UK audience in 1998 out of the need to find new fishing locations after moving from Somerset to Bedfordshire and having been an ardent angler for 40 years.

In 2005 Jeremy partnered with software programmer David Wood, and in 2010 they launched Go-Fish as a worldwide user generated app.

To date Go-Fish has over 320K downloads with over 70,000 logged catches.

Jeremy and David have both worked with application and development for over 23 years including major software projects for The Independent, Metro, Daily Mail, Evening Standard (London) and La Repubblica (Rome).