**5 Reasons to Take Your Kids Fishing This Summer**

**While it might be hard to tear them away from their latest iPad app, there are good reasons to take your kids fishing this summer. The Kids Fishing Shop, an online store that specializes in selling kids-only fishing gear – some of which can't be found anywhere else – gives you five reasons to take your kids fishing this summer.**

1. It's good for their brains – Fishing requires figuring out what's working and what's not and adapting your approach to the situation. Figuring out what the fish you're trying to catch like to eat and which hooks and lures work best in which fishing situations teaches kids to learn on the fly.
2. It requires patience – In today's instant gratification world, kids are used to getting their rewards quickly. Fishing requires patience and teaches them that sometimes, the fun is just in doing something – not in "getting" something.
3. It's not as hard as you might think – Even if you've never been fishing, today's fishing rods and reels make learning to fish easier than ever. And, if you're squeamish about taking the fish off the hook, you can always hire a fishing guide. There are guides in every part of the country.
4. It will teach them about the environment. – Nowhere is the impact of our actions on the environment more evident than on the water. Bringing your kids to a lake, pond, ocean or stream will bring them face to face with the earth's delicate eco-system and make them more aware of their own impact on the environment.
5. It's good for your family. – There's a lot of quiet time in fishing. A lot of important things get said in those moments when you're all just sitting there waiting for a fish to bite. If you're lucky, you'll go home with more than just a great photo of a trophy fish – you'll also have a treasured memory.

The Kids Fishing Shop is located at [www.TheKidsFishingShop.com](http://www.TheKidsFishingShop.com).

For expert fishing advice, more information on kids fishing ideas or fishing photos, contact: John Hye, Owner, The Kids Fishing Shop, at 908-692-6163

Email Johnwhohye@yahoo.com