



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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New Shellcast episode goes fly fishing with Norm Zeigler

LEE COUNTY, Fla. – The new episode of Shellcast, the podcast that’s a beach break for your ears, heads to Sanibel Island’s Blind Pass Beach for a lesson in fly fishing with Norm Zeigler.

In Episode 11, “Fly fishing with Norm Zeigler and his Schminnow,” Zeigler talks about why Blind Pass Beach is one of the best places in Southwest Florida for fly fishing. Zeigler is an outdoor writer, author of several books and owner of Norm Zeigler’s Fly Shop. He also created the Schminnow, a fly – the name combines shrimp and minnow – known to catch more than 70 kinds of fresh and salt water fish.

Zeigler has an authenticity and passion for the destination that makes him a perfect interview for the podcast. The Shellcast podcast began in June 2020 as a way to give listeners – especially people planning trips – a chance to soak up some virtual sun and hear what makes Southwest Florida so special. Episodes are recorded throughout Lee County and showcase the area’s many attractions and activities. The host and producer of Shellcast is Jackie Parker, communications manager, Lee County Visitor & Convention Bureau.

Subscribe to Shellcast on Apple Podcasts, Pandora, Spotify, iHeartRadio, Google Podcasts and wherever fine podcasts are downloaded. Episodes are also available at fortmyers-sanibel.com/shellcast.

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**Episode photo attached*

**Photo of Norm Zeigler, please credit Chris Tilley*



SHELLCAST



Episode II

FLY FISHING WITH NORM
ZEIGLER AND HIS SCHMINNOW



THE PODCAST THAT'S A BEACH BREAK FOR YOUR EARS

