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## A PARTNERSHIP WORTH REELING IN

**Baltimore, April 17, 2025:** Record breaking angler, and award-winning director-producer, Kathryn Maroun, is back on the water...in front of and behind the camera!

After a long and unexpected time away due to Lyme Disease and surviving a house explosion, Maroun is working on a new series, Series 5, of her award-winning show [What A Catch! TV](#), partnering with Baltimore-based production company, [VPC, Inc](#) , to bring this vision to life.

For more than twenty years, Kathryn had us hooked on her fishing stories, travel adventures, and quests for exotic fish species on her show *What A Catch! TV*. The show was broadcast globally, thanks in part to the great content and support from her agent, IMG International.

Plot twist, Kathryn co-founder of Casting for Recovery Canada was hosting a retreat in Vancouver, B.C., when she contracted Lyme Disease and co-infections. This debilitating illness made travel impossible, so Kathryn turned to her story telling as a top writer for the Women's Outdoor Network.

Neuro-Lyme continues to adversely affect Kathryn's health. As though that was not bad enough, she narrowly escaped with her life, after a gas explosion in her home left her with a traumatic brain injury.

The explosion experts from the U.S. said it was physiologically improbable that she survived the blast. Kathryn loves to say: "Lucky in fish, lucky in life." Recognizing the unlikelihood that her health would improve at this late stage, Kathryn feels it is necessary to finish her legacy project by getting back into the studio with VPC, Inc.

Traveling to Baltimore almost monthly for doctor's appointments, Maroun knew she needed something positive on which to focus her energy. That something positive is getting back into nature and back on the water, reconnecting with old fishing buddies and championing environmental causes.

In classic Kathryn style, life is not going to get away from her so easily (like the trophy fish that got away, at the net). This play on words is the foundation upon which the show was named: *What A Catch!* As we know, life doesn't always go as planned. Kathryn says, "Sometimes, you have to let the fish win! Sometimes you are going down a path, only to find a fork in the road. I choose to keep fighting for animals, the environment and people, despite the obstacles that make doing so very difficult. The hard things are always worth doing."

Earlier this year, Kathryn hand-picked, as a partner, Maryland entrepreneur Eli Eisenberg, CEO of VPC, Inc. After a breakfast meeting that lasted through lunch, Maroun and Eisenberg did the Sailfish handshake, in celebration of a great new partnership. It was obvious to Maroun and Eisenberg that their like-minded style as entrepreneurs and as 'people-people' would culminate in a great venture to further improve the lives of people, animals and the environment. So critical in our times.

The team at VPC, Inc., is doing a deep dive into 20 years of footage that Kathryn shot in high definition in her travels around the world. VPC, Inc. and Kathryn are digitizing content that will be critical to the framework of the new series, whereby Kathryn asks the questions: "Where have the fish gone?" The team has begun scheduling new shoots as Kathryn reconnects on the water with her old fishing buddies. As though this were not exciting enough, Kathryn is being introduced to the waterways of Maryland. The first door Kathryn knocked on for advice on where to fish was none other than [Tochterman's Fishing Tackle in Baltimore](#), one of the oldest stores in the U.S.

From experiencing pain through her health challenges, Kathryn has evolved as an angler, producer and as a director saying, "when you know better, you do better."

For both Maroun and the team at VPC, Inc., their natural tendency to truly listen to opposing points of view and embracing the differences in people and those points of view, makes *What A Catch! TV* an inclusive series that plays an integral role in our modern age of fishing and environmental stewardship.

Maroun and team will work hard to do good for the future of our planet and for the next generation. Through *What A Catch! TV*, Kathryn will take her lead from experts in environmental science, food gathering, water conservation, animal rights and soil remediation. This is about sharing information to find a better way forward for the planet. Clearly, something is very wrong when our rivers are choked with forever chemicals, microplastics and invasive species. The Ocean is turning into a garbage patch and falling space junk is the new dodge ball of modern times.

Explore the possibilities of a healthier planet, understand where our food comes from. Maroun reminds us that, "we are what we eat, and even more worrisome - we are what we are eating has eaten."

Kathryn poses the questions, "Can the fish you are fishing for, sustain a harvest? Is the fish safe to eat? Is the fish being treated respectfully, when being captured?" It's important to catch and kill the fish quickly and with skill. We know that fish feel pain and can hear and see well. They have organized families, and they are brilliant in their own way. Fish are not things to be played with; fish are fighting for their lives.

As *What A Catch! TV* takes viewers on fishing trips with anglers from all over the world, Kathryn will continue to be a voice for fish, for wildlife, for humanity, and for our environment. Although there is passion for disseminating information about new practices for better air, water and soil, this is still clearly a fishing show, where Kathryn invites the viewer to travel along with her to discover cultures, fishing adventures, food and friendship.

VPC, Inc. is an award-winning, boutique event production and video content company with more than 33 years of experience serving the Mid-Atlantic Region and national projects. They're thrilled to cast a rod in business with history making angler Kathryn Maroun. "VPC's goal is to carry out Kathryn's vision and firmly establish her legacy of knowledge so it can be shared for generations," says Eisenberg.

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Photo: Kathryn Maroun

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