

Subject: : Print, Video, Audio Discussions

Topic: : "A River runs through it"

Re: "A River runs through it"

Author: : troutbert

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URL:

Many people believe "The Movie" led to an increase in the popularity of flyfishing. And that's true.

But it also went the other way. The growing popularity of flyfishing led to the making of "The Movie."

Back in 1976, when the book came out, probably no one in the movie business would have considered producing a major movie that had flyfishing as a major theme. Because flyfishing was just not popular enough.

But flyfishing had been growing steadily through the 1970s and 1980s and early 1990s, and was getting big enough that it made sense financially to make a movie that featured flyfishing.