



BACKGROUND

HOW RBFF GOT ITS START

The Recreational Boating & Fishing Foundation (RBFF) was officially established in 1998. Its story, on the other hand, began well before then.

It started in hearings and at meetings on Capitol Hill, where industry, conservation and public policy leaders were concerned that boaters and anglers were spending less and less time on the water. It appeared that many people were forgetting — or had never experienced — how recreational boating and fishing could enrich their lives. Too many states were experiencing participation declines. Too many people, it seemed, were spending more time indoors than they were on their boats.

And so, when Congress passed the Sport Fishing and Boating Safety Act in 1998, it required the Secretary of the U.S. Department of the Interior to implement a national outreach and communication plan to address recreational boating and fishing participation and aquatic resource stewardship. The Sport Fishing and Boating Partnership Council (SFBPC) developed the plan and RBFF was created to carry it out — ensuring the legacies of boating, sport fishing and aquatic resource stewardship are never lost.

THE RBFF PHILOSOPHY

RBFF believes that parents don't frame pictures of their children playing video games and couples don't reminisce about the unforgettable evenings they spent sitting in front of the TV. That's just not how memories are made.

Boating and fishing bring families together and boost friendships. Sunny afternoons spent on the water foster the kind of conversation and contentment that strengthen relationships.

So when federal surveys suggest that Americans are abandoning their boats and fishing gear for pursuits away from nature, RBFF works that much harder to reverse the trend. Since the beginning, RBFF has existed to help Americans discover, share and protect the legacies of recreational boating and fishing, and the love of nature it inspires.



TAKE ME FISHING™

Anglers' Legacy™

HOW RBFF WORKS

RBFF has developed a wide variety of programs and products that make it easy for people to get involved in recreational boating and fishing. Under their Take Me Fishing™ and Anglers' Legacy™ brands, RBFF provides the tools to help people get started. They also remind lapsed boaters and anglers — people who enjoy the sport but no longer participate — about the joy they've been missing.

The centerpiece of RBFF is TakeMeFishing.org because it is the key destination for consumers to go and take action. Whether it's planning a trip, designing a dream boat, buying a fishing license or checking out the latest equipment, TakeMeFishing.org is the most comprehensive boating and fishing Web site available nationwide.

THE DIFFERENCE RBFF MAKES

Recreational boating and fishing are multibillion dollar industries. They contribute significantly to the U.S. economy, supporting millions of jobs and adding billions of dollars to state tax revenues. More important, they are American traditions that promote family values and instill a desire to help protect the country's waterways. By collaborating with key partners — conservation communities, state and federal agencies, recreation and tourism groups and other education and advocacy organizations — RBFF works to increase the number of people involved in these fulfilling recreational activities. This, in turn, helps ensure the state and federal funding needed for conservation.

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