



# INITIATIVES

## TAKE ME FISHING™ – Where boating and fishing come together

“I’d like to take my family fishing, but where do I go? What do we need? Should I bother with a fishing license?” Answers to these questions and others like them are the foundation of Take Me Fishing. The program is one of RBFF’s most recognized and celebrated, with several unique features focused on getting more people out on the water. Take Me Fishing helps people around the country rediscover the joys of boating and fishing. It also helps people understand that by participating, they’re supporting conservation projects nationwide that are funded by the tax monies from fishing tackle and motorboat fuel sales. Take Me Fishing includes a variety of programs:

- **TakeMeFishing.org**

This Web site is the key destination for boaters and anglers to take action. Whether it’s planning a trip, designing their 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. With a searchable database of nearly 12,000 local spots to boat and fish and the help of Google mapping, finding the perfect spot for fun on the water has never been easier.

- **Advertising**

RBFF advertises its Take Me Fishing brand nationally and regionally, on television, in magazines, on the radio and online, incorporating direct mail marketing to help states sell fishing licenses. An increase in fishing license sales means more people participating on the water and contributing to conservation efforts.

- **National Fishing and Boating Week**

Thousands of festivals, derbies, demonstrations and other exciting activities roll out the first week of June for this annual celebration. The event serves to remind people everywhere how easy – and fun! — it is to escape, relax and reconnect with nature.

- **Education grants**

Grant programs administered by RBFF help introduce children and their parents to outdoor activities. The Future Fisherman Foundation’s Physh Ed program, for instance, helps schools expand their physical education curriculums to include boating and fishing, while the similar National Recreation and Park Association Take Me Fishing Initiative helps communities enhance family-friendly boating and fishing activities at community parks and facilities.





## **ANGLERS' LEGACY™ — Avid anglers share their love of boating and fishing with a newcomer**

Despite an overall decrease in the number of people participating in outdoor activities, there are thousands — millions, even — of Americans who are in love with the great sport of fishing. The disconnect? Many of these avid anglers take for granted that others have been introduced to the sport, when, in fact, their own friends and colleagues have yet to cast a single line. Or that boating and fishing have a connection to conservation, when, they actually have no idea that the tax monies from fishing tackle and motorboat fuel sales help keep waters clean. Anglers' Legacy has several components to change all that.

### **• Anglers' Legacy Pledge**

Thousands of anglers are pledging to keep the tradition alive by introducing at least one new person per year to the great sport of fishing. By encouraging avid anglers to “Take the Pledge” — be it on the Web site ([AnglersLegacy.org](http://AnglersLegacy.org)), at a special event or through the mail — RBFF inspires the sport's most essential ambassadors to get more people involved. They also reward anglers who take an active role in the program.

### **• Program partnerships**

To get as many avid anglers as possible on board with the Anglers' Legacy message, RBFF partners with a number of groups. From government agencies to sporting goods retailers and conservation organizations, these partners are spreading the word to avid anglers in communities across the country.

### **• Industry events**

Anglers' Legacy is featured at a number of special events throughout the year, from in-store retail promotions to boat and sport shows in major metropolitan cities, where avid anglers are given incentives to take the Pledge and introduce more people to fishing.

For more information on RBFF's many programs, please visit [RBFF.org](http://RBFF.org).

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