

# Focus ON THE RECREATIONAL BOATING & FISHING FOUNDATION

## 100,000 Anglers “Take the Pledge”

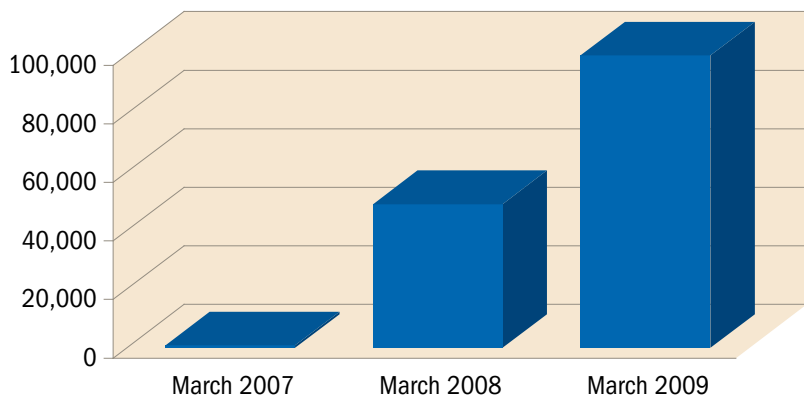
### Anglers’ Legacy Reaches Historic Milestone; Contributes Funds for Industry and Conservation

The Recreational Boating & Fishing Foundation’s (RBFF) Anglers’ Legacy program reached a milestone this month—100,000 pledges! The program, which is approaching its three-year anniversary, asks Ambassadors to introduce at least one newcomer annually to fishing and boating.

According to an online survey RBFF conducted in October 2008, nearly 90 percent of Ambassadors purchased approximately \$140 in fishing tackle and equipment and \$153 in boating supplies and accessories. Nearly two-thirds purchased fishing licenses for the people they took fishing (3.1 on average), supporting critical fish and wildlife management efforts

At 100,000 pledges, the program may have generated \$25 million for the fishing and boating industries and 170,000 new fishing licenses for states.

#### Anglers’ Legacy Pledges



“This accomplishment marks a significant milestone for Anglers’ Legacy,” said RBFF President and CEO Frank Peterson. “We’ve made great strides to engage our Ambassadors and keep fishing and boating top of mind, including new partnerships and promotions and a quarterly newsletter.”



#### Quarterly Newsletter Launches

RBFF launched the first edition of *Anglers’ Legacy Quarterly* in March 2009. Designed exclusively for Ambassadors of the sport, it features conservation facts, information about boating and fishing hotspots across the country, Ambassador-generated content and special event promotions and discounts. The e-newsletter provides Ambassadors with valuable stories and tips for their time on the water, and it encourages them to stay engaged in the program. To sign up for *Anglers’ Legacy Quarterly*, visit [AnglersLegacy.org](http://AnglersLegacy.org).

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#### Also Making Waves...

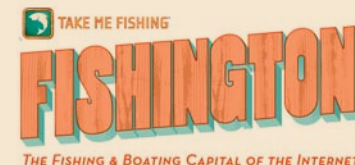
RBFF’s [State Direct Mail Marketing Program](#), a nationwide effort to increase fishing license sales and generate awareness of the connection to state conservation efforts, begins its second year this month with 32 state agencies. Launched in April 2008, the latest program results include

- More than 223,000 fishing licenses and permits sold
- \$4.16 million in gross revenue to fish and wildlife management efforts

[Fishington](#), RBFF’s new online community for boaters and anglers, has reeled in nearly 6,000 members since it launched in

October 2008. The social networking site, which allows members to share tips, join groups and swap stories, is connecting boaters and anglers like never before. Members have created more than 100 different discussion groups. And more than 300 new hotspots have been added to the [TakeMeFishing.org](#) database of great places to fish and boat.

For more information about RBFF, visit [RBFF.org](http://RBFF.org) or call (703) 519-0013.



## Support Grows

Today, more than 300 [program partners](#) such as state fish and wildlife agencies, clubs and organizations, sports media and outdoor retailers and manufacturers promote Anglers' Legacy. Shimano, Bass Pro Shops, the *Sportsman's Magazine*, *North American Fisherman* and International Sportsmen's Exposition, among others, have committed to support the program in 2009, creating incentives for anglers and boaters to take the Pledge.

"These partnerships illustrate the impact the industry has on passing the legacy of the sport on to new generations," added Peterson.

For more information about Anglers' Legacy and to learn how your business or organization can get involved, send an e-mail to RBFF Vice President of Industry Growth Initiatives [Nancy Logan](#) or call her at (703) 778-5163. ■



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