

Focus ON THE RECREATIONAL BOATING & FISHING FOUNDATION

RBFF Uses Online Promotion to Get Kids and Families Outside

Summer promotions include interactive fishing game that offers a chance to win a boat

Summer is upon us, and as boaters and anglers across the country celebrate with much-needed time on the water, the Recreational Boating & Fishing Foundation (RBFF) is making sure kids and families nationwide know that boating and fishing are fun and exciting outdoor activities that are affordable, local and tied directly to the conservation of our nation's waterways and fisheries.

Working with manufacturers, retailers, state fish and wildlife agencies, consumers, trade associations and social media outlets, RBFF is making a splash with new strategies that integrate public relations, marketing and social media. A new interactive online game called [Catch A Boat](#) gives TakeMeFishing.org visitors the chance to win daily prizes and a brand new boat, motor and trailer!

"We're promoting three great reasons to go boating and fishing this summer," said RBFF President and CEO Frank Peterson. "First, new research shows fishing is the number one gateway activity to get people interested in other outdoor activities. Second, it's affordable and local at a time when many families are considering skipping their summer vacations all together. And third, participation in boating and fishing helps protect

our nation's waterways and fisheries, preserving them for future generations."

Interactive Media Relations

For National Fishing and Boating Week in June, RBFF launched a media relations campaign that targeted national and regional media outlets across the country. For the first time, RBFF issued an [interactive press release](#) that provided media outlets with a video story package about National Fishing and Boating Week, photos and additional information to craft their stories. In addition, Peterson conducted more than 20 interviews with radio stations across the country. Highlights included coverage in *USA Today*, the *New York Post* and the *Chicago Tribune*.



Multifaceted Marketing

This year RBFF launched [Catch A Boat—The Ultimate Online Fishing Tournament](#)—on TakeMeFishing.org. This unique competition lets

participants virtually fish for a chance to win a boat. Participants may be eligible to win daily prizes from one of seven weekly sponsors: Dick's Sporting Goods, Humminbird, Plano Molding Company, Rapala, Simms, West Marine and ZEBCO Brands. The grand prize

winner will take home a brand new Triumph boat with an Evinrude motor and EZ Loader Boat Trailer. Catch A Boat runs through July 24, 2009. Official rules and eligibility information are available on [TakeMeFishing.org](#).

"Catch A Boat is designed to help RBFF meet multiple goals including increased traffic to our Web site and a boost in the number of Anglers' Legacy Ambassadors," said Peterson. "We hope our stakeholders will leverage the national Take Me Fishing campaign, which is now in full swing, to help inspire participation among their members and customers."

Social Media Support

Also new this year, RBFF is using social media to promote its efforts. An e-mail that built excitement for National Fishing and Boating Week and Catch A Boat was sent to thousands of stakeholders in June. In addition RBFF created [fan badges](#) that can be posted on business or personal Web sites, blogs and social network sites. RBFF will monitor online forums and social networks throughout the summer. Staff also is getting involved, leveraging their own social networks, including [Fishington](#), to promote boating and fishing.

For more information about RBFF and its efforts to increase participation in boating and fishing, visit www.RBFF.org or call (703) 519-0013. ■