

Focus ON THE RECREATIONAL BOATING & FISHING FOUNDATION

Get Connected: Promote Your Business or Club through TakeMeFishing.org

The Recreational Boating & Fishing Foundation's (RBFF) Take Me Fishing™ Web site has had nearly three million unique visitors in the last year and its social network Fishington—The Fishing & Boating Capital of the Internet, has more than 53,000 members.

TakeMeFishing.org is the premier online destination for boaters and anglers to learn, plan and equip for a day on the water. And RBFF wants the fishing and boating industry to take advantage of resources on the site and its social networks to promote their business, club or organization.

“Most people turn to the Internet for information on just about everything, and fishing is no exception,” said RBFF President and CEO Frank Peterson. “TakeMeFishing.org makes fishing and boating information easy for anyone to find. And working with our industry partners, we can make it even better, growing the boating and fishing community and protecting the legacy of the sport and the natural resources it relies on for generations to come.”

Connect Online

There are several ways companies can connect with Take Me Fishing online:

- submit a company Web site to the [online fishing outfitters](#) or [boating suppliers](#) lists on TakeMeFishing.org
- create a [profile](#) or [discussion group](#) on Fishington to build name recognition, generate increased Web

site traffic and start discussions about programs or products

- link to Take Me Fishing's other social network sites, which include [Facebook](#), [Twitter](#), [YouTube](#) and [GetReeled](#)
- list company [boating and fishing events](#) on TakeMeFishing.org for free publicity

New Resources

This fall RBFF announced new enhancements to TakeMeFishing.org including the addition of fly fishing content and a campground reservation service.

The [new fly fishing content](#) debuted in September 2009, offering fly fishing techniques, must-have equipment and tips and tricks for people who fly fish or want to learn how. Recent research from RBFF and the Outdoor Foundation, a non-profit organization dedicated to growing future generations of outdoor



enthusiasts, revealed that nearly 6 million people participate in fly fishing, making 100 million outings each year.

In addition a new partnership with ReserveAmerica allows site visitors to search thousands of campgrounds across the United States via the [hotspots map](#) and make reservations online. According to the Outdoor Foundation, nearly 40 percent of fishing participants are campers.

The Award Winning TakeMeFishing.org Site

TakeMeFishing.org earned national recognition in 2009 with [awards](#) from the American Society of Association Executives, the Public Relations Society of America and the Web Marketing Association. In addition Fishington was recognized by the Webby Awards and the Web Marketing Association.

For the latest news and information about RBFF and additional resources, visit [RBFF.org](#) or call 703-519-0013. Monthly updates also are available in RBFF's [NewsWaves](#) e-newsletter. ■

