



FOR IMMEDIATE RELEASE

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Participation Increasing: RBFF to Rally Industry Support for 60 in 60 at ICAST

Fishing participation at its highest level since 2009, foundation focused on increasing fishing and boating participation looks to spread the word and bring the industry together with the 60 in 60 goal

ALEXANDRIA, VA (July 7, 2017) – The Recreational Boating & Fishing Foundation (RBFF) today announced its focus on 60 in 60 at the ICAST trade show in Orlando, Florida. The [60 in 60 goal](#) seeks to increase fishing participation to 60 million anglers by 2021 and is off to a strong start after a 1.5 million participant increase in 2016. Industry support will be essential in reaching this goal, so RBFF’s message at ICAST comes at a critical time.

Recent data from the [U.S. Fish & Wildlife Service and Outdoor Foundation](#) reveals positive trends in participation. However, more industry support is still needed to reach our goal. For this reason, RBFF and other industry representatives will be spreading the word on 60 in 60, and discussing ways for everyone in the industry to get involved at this year’s ICAST tradeshow.

To kick things off, RBFF and the American Sportfishing Association will give an update on the current landscape and will discuss the economic value of reaching the 60 in 60 goal at the Industry Breakfast. Following that, RBFF will be co-hosting a panel discussion on What 60 in 60 Means for the Sportfishing Industry. Here, Liz Ogilvie, Chief Marketing Officer at the American Sportfishing Association and Scott Wanetka, Program Director at Cabela’s Outdoor Fund will join RBFF President & CEO Frank Peterson to cover the immense positive impacts achieving 60 in 60 could have on the industry.

All companies, big and small, could see tremendous gains by increasing participation from the current 47 million to 60 million anglers per year. Attendees of this panel will learn about how the panelist organizations are currently working to increase participation, how others in the industry can help reach the 60 in 60 goal through concerted recruitment, retention and reactivation (R3) practices (and why it will be beneficial) and how RBFF’s free, comprehensive resources, like the [60 in 60 Toolkit](#), can assist all stakeholders. If you’re planning to attend ICAST, join RBFF, the American Sportfishing Association and Cabela’s on **Thursday, July 13, 2-3pm in Room W221 D-E**.

In addition to this panel discussion, RBFF staff members will be on-hand during ICAST to answer questions about 60 in 60, explore partnership opportunities and discuss how RBFF plans to increase participation in fishing and boating. If you would like to schedule a meeting with RBFF, please contact David Rodgers, Communications Manager at drodgers@rbff.org.

About the Recreational Boating & Fishing Foundation (RBFF)

RBFF is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation's aquatic natural resources. RBFF developed the award-winning Take Me Fishing™ and Vamos A Pescar™ campaigns to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing and Vamos A Pescar help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign websites, TakeMeFishing.org, and VamosAPescar.org, feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.