PROMOTION OVERVIEW
TOP 100 FAMILY FISHING & BOATING SPOTS

- Easily Accessible
- Family Amenities
- Good Fishing Opportunities
- Recommended by Other Anglers
LAST CHANCE TO CAST YOUR VOTES
For your favorite family-friendly fishing and boating parks in the U.S.
ENTER SWEEPSTAKES

Weekly Prize
Each week we will draw one person to win a Get Started Fishing Kit from Take Me Fishing. Visit us daily for additional chances to win.

Kit includes:
- A South Bend® Spincast Combo Family Pack
- An Eagle Claw® Tackle Kit
- A Take Me Fishing™ 16 oz Tumbler
- A Take Me Fishing™ Hat
- A Take Me Fishing™ Luggage Tag
- A Take Me Fishing™ Backpack

Grand Prize
One Grand Prize winner will receive a memory-making experience from Take Me Fishing: A 3-Night 4-Day Stay at the Walt Disney World® Resort including a Guided Fishing Excursion.

Package includes:
- 4-Days/3-Nights Hotel Accommodations (One Standard Room) at the Walt Disney World® Resort
- 12 One-Day One Park Theme Park Tickets
- One Guided Fishing Excursion for up to 4 people at the Walt Disney World® Resort
- $1,000 Visa Gift Card
- $500 Disney Gift Card
FOR IMMEDIATE RELEASE

Contact: Stephanie Vatalaro, RBFF, svatalaro@rbff.org, 703-778-5156

TAKE ME FISHING™ ANNOUNCES AMERICA’S TOP 100 FAMILY FRIENDLY PLACES TO BOAT AND FISH

Top 100 list released to encourage Americans to get out on the water during Fishing and Boating Week, June 1-8, 2014

ALEXANDRIA, Va. (May 15, 2014) — Napa Valley’s Lake Berryessa

Take Me Fishing’s first-ever Top 100 Family Friendly List of Places to Boat

State parks from Florida, Texas, California, Missouri and Pennsylvania

The Recreational Boating & Fishing Foundation’s (RBFF) Take Me Fishing

nationwide vote to provide families and outdoor enthusiasts with a

best family-friendly places to experience the joys of boating and fishing

up around the country. Criteria for the top places to boat and fish included

within an hour of a major city and good fishing opportunities.

“We enlisted the help of state fish and wildlife agencies to identify popular

fishing and boating enthusiasts who belong to our communities to vote on

that are easily accessible and where the fish are known to bite according to RBFF President and CEO Frank Peterson.

90% of Americans live within an hour of navigable water

3.5 million miles of rivers in the United States

7,804 state parks in the U.S.

$35 is the average annual cost of fishing license and equipment for one adult

The average cost of Waterpark season passes for one adult

FAMILY-FRIENDLY PLACES TO BOAT AND FISH ARE:

Recommended by other anglers (who voted for these spots)

Near a public body of water, easy to catch species

Part of a state or city park with amenities such as parking, restrooms, benches

Full of fish for all (stocking programs)

Easily accessible (within an hour’s drive of your big city)
RESULTS
TOP 100 RESULTS

✓ Nearly 200,000 votes cast

✓ 26 states with a park in the Top 100

✓ California had the #1 spot; tied with Texas for each having 8 spots in the Top 100

✓ Florida, New York, Ohio and Pennsylvania each had 6 spots in the Top 100
STATE INVOLVEMENT

TOP 10 VISITING U.S. CITIES

- New York
- Chicago
- Los Angeles
- Houston
- Omaha
- Lincoln
- Colorado Springs
- Portland
- San Antonio
- Denver
MEDIA HIGHLIGHTS

130M total impressions
FY16 DIRECTION & NEXT STEPS
COMING SOON: TOP PLACES 2.0

- Refreshed creative
- Mobile component
- Hashtag strategy
- March launch date
COORDINATING WITH STATES

✓ Reaching out soon to review parks list and share more specifics on timing

✓ RBFF will provide communications, social and PR templates
RBFF RESOURCES
RESOURCES FOR YOU

✓ Marketing Materials
✓ Event Planning
✓ Photo Library
✓ Research
✓ Webinars

TakeMeFishing.org/corporate
“Resource Center”
Thank You

“Pulled those big bass in left and right.”