

BILINGUAL INFORMATION

HELLO!

¡HOLA!

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The Hispanic population in the United States reached nearly 58 million in 2016 and has been the principal driver of U.S. demographic growth, accounting for half of national population growth since 2000. If you live in an area where there's a high-density Hispanic population, demonstrate that you cater to and welcome diverse audiences by offering information in Spanish.

R3 TIP

Consider hiring bilingual staff. Create bilingual signage for your store, bilingual website information and/or bilingual product packaging that speaks directly to the Hispanic audience. Utilize Take Me Fishing's Hispanic Marketing Toolkit at www.takemefishing.org/corporate/resource-center/hispanic-toolkit



IDEAS BEST SUITED FOR:

- Government Agencies
- Manufacturers
- Non-Governmental Organizations
- Retailers

For more information on the 60 in 60 initiative, visit www.rbff.org/60in60