

**MEDIA KIT
2022**



**RECREATIONAL
BOATING & FISHING
FOUNDATION**

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ABOUT RBFF



HISTORY

In response to declining participation in fishing and boating, Congress passed the Sport Fishing and Boating Safety Act in 1998 requiring the Secretary of the U.S (United States) Department of the Interior to implement a national outreach and communication plan to address recreational boating and fishing participation and aquatic resource stewardship. The Sport Fishing and Boating Partnership Council (SFBPC) developed the plan and RBFF was created to carry it out – ensuring the legacies of boating, sport fishing, and aquatic resource stewardship are never lost.

MISSION

To implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources.

VISION

RBFF passionately believes that 'The Water is Open to Everyone' and is committed to spreading the joy of fishing and boating to all ages, genders, and cultures. We envision one nation united in our passion for fishing and boating. A nation committed to the pursuit of leisure activity on the water. A nation that embraces our fishing and boating heritage, and protects, conserves, and restores the resources that sustain it.

INITIATIVES

TAKE ME FISHING™

Each year, the award-winning Take Me Fishing™ brand develops an integrated marketing campaign to create awareness about boating, fishing, and conservation while educating Americans about the benefits of participation. The digital resources available on TakeMeFishing.org help boaters and anglers of all ages and experience levels learn, plan, and equip for a day on the water. Featuring how-to videos, information on getting a fishing license and boat registration, and an interactive state-by-state map to find local boating and fishing spots, the website has become the most comprehensive resource for Americans looking to get on board.

Beyond digital media, RBFF is engaging the next generation of anglers through initiatives like its Take Me Fishing™ First Catch Centers and through partnerships across the country.



VAMOS A PESCAR™

Vamos A Pescar™ was launched in 2014 to target the rapidly growing Hispanic audience nationwide. The campaign has evolved to be part of the Take Me Fishing™ umbrella and promotes both Spanish and English content dedicated to increasing fishing and boating participation amongst the bilingual, multicultural U.S. Hispanic community.

INITIATIVES

WOMEN MAKING WAVES

RBFF and Take Me Fishing™ encourage all women and adventure-seekers to go out and try fishing. More women than ever, 20 million of them, are taking the water by storm. But even though they are casting their lines in record-breaking numbers, we should continue to support new and diverse female participants to the sport.

Women Making Waves is women powered social media movement to help increase female participation and visibility in fishing and boating. The Wave Makers ambassadors support the fishing and boating industry sharing their stories and bringing new women to the sport through mentoring.



IMPACT

PARTICIPATION GROWTH

According to the preliminary numbers of the 2022 Special Report on Fishing 52.4 million Americans went fishing in 2021, a four percent decline from 2020. However, 2.2 million more Americans fished in 2021 than in pre-COVID 2019.

Female fishing participation fell slightly, though there were 2.3 million more female anglers in 2021 than five years prior—and 3.8 million more than a decade ago. Between 2019 and 2020, 1.8 million new female anglers joined the sport, and 1.5 million of them stuck with it in 2021, a powerful testament to fishing's widespread appeal.



IMPACT

CONSERVATION THROUGH PARTICIPATION

Increasing fishing and boating participation directly impacts conservation efforts across the country, as 100% of tax dollars from fishing license sales goes directly to state conservation efforts. Excise taxes on fishing equipment and tackle along with boat fuel tax revenue also contribute to these efforts.



ECONOMIC BENEFITS

Recreational boating and fishing are multibillion-dollar industries that contribute significantly to the U.S. economy, supporting millions of jobs and adding billions of dollars to state tax revenues. According to the Bureau of Economic Analysis, boating and fishing contributed \$30.8 billion (about \$95 per person in the US (United States)) in the current-dollar value added in 2020.

DAVE CHANDA



PRESIDENT & CEO

Prior to joining RBBF, Chanda had a 37-year career with the New Jersey Division of Fish and Wildlife, including 11 years as the agency's Director. Chanda is the former president of the Association of Fish & Wildlife Agencies (AFWA) and was a key player on RBBF's Board of Directors for nine years. He holds a Masters' Degree in Public Administration from Rutgers University and is currently pursuing a Masters' Degree in Marketing from Johns Hopkins University.

STEPHANIE VATALARO



SENIOR VICE PRESIDENT OF MARKETING & COMMUNICATIONS

As Senior Vice President of Marketing & Communications at the Recreational Boating & Fishing Foundation, Vatalaro leads a team of twelve marketing and communication professionals in a mission to get more Americans participating in recreational fishing and boating and conserving our aquatic natural resources.
