

THE NEWS

READ ALL ABOUT IT!

EXTRA! EXTRA!

FISHING IS BIG NEWS!

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Each year, 49 million Americans participate in fishing. And fishing contributes \$115 billion annually to the U.S. economy. It's big business – a mainstream story – and should be pitched to the media that way, whether you're targeting travel/tourism, food media, active lifestyle or health and wellness. Utilize fishing statistics from industry organizations such as the American Sportfishing Association and the Recreational Boating & Fishing Foundation, along with your own company information to pique media interest. Share a fish story they can't resist to inspire coverage in the newspaper, on the radio, TV or web!

R3 TIP

Utilize local media and social media to show fishing as a fun and engaging activity for everyone. Invite your local media outlets to try it out at a local body of water (perhaps at an event) and use testimonials on your social media channels.



IDEAS BEST SUITED FOR:

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

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