

Celebrate  
*Community*



# CELEBRATE COMMUNITY

Everyone benefits from a strong community, and community events are a great outlet to showcase your place in it! Attend community fairs and other local events where you can promote fishing, your business and/or product, and give away something fishing-related to keep the activity and your business top-of-mind for attendees.

## R3 TIP

Seek out community events where you can provide information about fishing and your business, and sign up to exhibit. Collect email addresses from those who stop by your booth and/or provide them with a branded giveaway.



### IDEAS BEST SUITED FOR:

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

For more information on the 60 in 60 initiative, visit [www.rbff.org/60in60](http://www.rbff.org/60in60)