



American Sportfishing Association

MEDIA GUIDE

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Why go fishing?

Because it's fun, rewarding, healthy and creates long-lasting memories.

It can be relaxing, or fueled with adrenaline. You can fish in fresh or saltwater. You can do it from a boat, from the shoreline, from a dock or wading in the water. It doesn't matter how young or old you are, if you're a man or a woman, a boy or a girl, if you're right or left handed, or if you're big and strong or petite.

Fishing is easy, inexpensive and can be done close to home. A "fishing hole" of some sort is accessible to all Americans, regardless of location, income or age.

It's a great way to spend time with family and friends—you can even impress them with catching and cooking your dinner. The benefits of being outdoors doing a physical activity has a significant benefit for your health and wellness. Doctors are even prescribing outdoor activities to their patients.

You might be surprised to learn how many people go fishing every year. Or to know how much of an impact this activity has on jobs and our local economies. It may also be surprising what the faces of anglers look like today.

These are stories that resonate with all Americans, not just outdoor enthusiasts. Publications and other media sources that focus on travel, healthy lifestyles, parenting and economics, to name a few, could benefit from a dose of recreational fishing.

This guide contains resources such as statistics on the fishing economy, data on participation rates, links to a wide range of organizations that help people by taking them fishing, plus media contacts for further information. We hope you find inspiration to tell these stories herein.

Sincerely,



LIZ OGILVIE

Vice President and Chief Marketing Officer
American Sportfishing Association



DID YOU KNOW?

With 49 million American anglers...

MORE PEOPLE GO
**RECREATIONAL
FISHING**

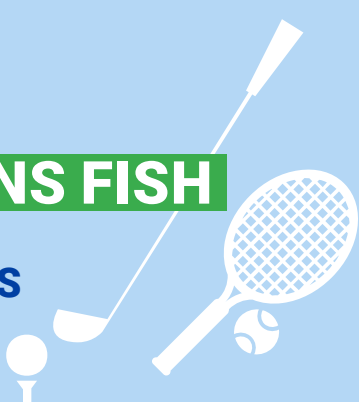
(BOTH FRESH & SALTWATER COMBINED)

THAN PLAY
BASKETBALL, SOFTBALL
OR SOCCER



**MORE
AMERICANS FISH**

THAN PLAY
GOLF & TENNIS
COMBINED



ANGLERS ARE NEARLY
**2.5 TIMES AS
NUMEROUS AS**

ANNUAL VISITORS TO
DISNEY'S MAGIC KINGDOM,
THE WORLD'S MOST POPULAR
AMUSEMENT PARK



THE NUMBER OF
ANGLERS IS NEARLY
**THREE TIMES
GREATER**

THAN THE NUMBER OF ACTIVE
DOWNHILL SKIERS AND
SNOWBOARDERS COMBINED



OVER
**TWICE AS MANY
PEOPLE FISHED
IN 2016**

THAN ATTENDED EVERY
NFL GAME COMBINED



ANGLERS SPEND MORE ON
**FISHING GEAR
AND TRIPS**

THAN AMERICANS
SPEND ON VALENTINE'S
DAY, EASTER AND
HALLOWEEN COMBINED



Download all reports, infographics and other resources from the [Media Guide Dropbox](#).



ANOTHER ECONOMIC PERSPECTIVE

In 2018, for the first time, the U.S. Bureau of Economic Analysis—our country’s official source for analyzing U.S. economic data—examined the contributions of outdoor recreation to our nation’s overall economic health.

The results were remarkable.

[READ MORE](#)

The outdoor recreation economy accounted for



OF THE NATION’S TOTAL GROSS DOMESTIC PRODUCT IN 2016

Wages in the outdoor recreation economy grew



IN 2015-16

COMPARED TO WAGE GROWTH OF THE OVERALL ECONOMY

which grew



IN THE SAME PERIOD



Fishing and boating are

THE GREATEST CONTRIBUTION TO THE OUTDOOR SECTOR



Consumer spending on outdoor recreation exceeds spending for

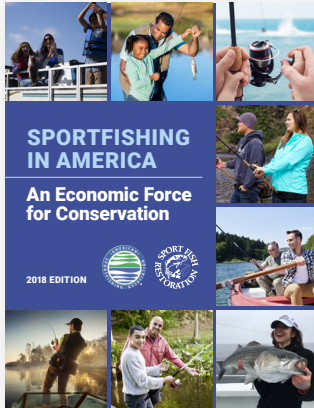
PHARMACEUTICALS, MOTOR VEHICLES, AND MANY OTHER MAJOR PRODUCT CATEGORIES



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BY THE NUMBERS: FISHING IN THE U.S. AT-A-GLANCE

The following reports provide the latest research and data points from trusted industry sources.



Sportfishing in America, 2018 Edition

This report, produced by the American Sportfishing Association, documents the size of the recreational fishing industry as a formidable force in our nation's economy, and measures U.S. angler expenditures by category, including travel, fishing equipment, auxiliary purchases and other special equipment expenditures.

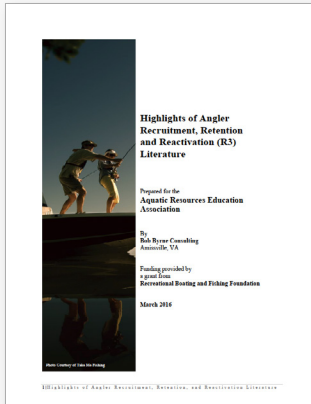


2019 Special Report on Fishing

The Outdoor Foundation and the Recreational Boating & Fishing Foundation have partnered to produce the *2019 Special Report on Fishing* to provide a comprehensive look at overall trends in participation as well as detailed information on specific fishing categories. Insights include motivations, barriers and preferences of key groups. The report also identifies opportunities for engaging new audiences in fishing.

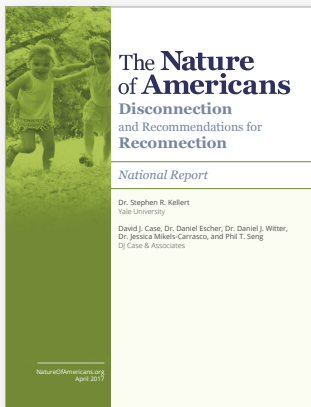
Download all reports, infographics and other resources from the [Media Guide Dropbox](#).

BY THE NUMBERS: FISHING IN THE U.S. AT-A-GLANCE



Highlights of Angler Recruitment, Retention and Reactivation (R3) Literature

This literature review summarizes the concepts around angler participation, behaviors, churn rates, trends, motivations, barriers, potential marketing strategies, and other issues that may affect efforts to increase participation in recreational fishing.



The Nature of Americans

Participation in traditional nature-based recreation is stagnant or declining, Americans are spending more time indoors, and they are using electronic media more than ever before. At the same time, there is growing evidence that human health and well-being depend on beneficial contact with nature. This report investigates Americans' relationship with nature.

Download all reports, infographics and other resources from the [Media Guide Dropbox](#).



A CHALLENGE TO GROW PARTICIPATION: “60 IN 60”

“Why go fishing?” leads naturally to “How can we help more people go fishing?”

A “60 in 60” initiative developed by the Recreational Boating & Fishing Foundation (RBFF) and partners has resulted in a variety of efforts to make fishing more attractive and accessible to more Americans.

The specific goal of the “60 in 60” program is to grow participation from the 2016 level of 45.7 million anglers to 60 million anglers within 60 months (by December 31, 2021). In order to help state fish and wildlife agencies, industry and other stakeholders contribute to growth, RBFF released a set of recommendations for Recruitment, Retention and Reactivation of anglers, called R3.



In the first two years of the “60 in 60” initiative, the number of active anglers increased by 3.4 million.

About The Recreational Boating & Fishing Foundation

RBFF is a nonprofit organization whose mission is 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.



Since 1998, RBFF has developed a wide variety of programs and products that make it easy for people to get involved in recreational fishing and boating. RBFF’s digital assets—[TakeMeFishing.org](https://www.TakeMeFishing.org) and [VamosAPescar.org](https://www.VamosAPescar.org)—are the most comprehensive fishing and boating websites nationwide and are the key destinations for families to learn, plan and equip for a day on the water.

“Fishing and boating are great ways to experience adventure with your family and friends, to connect in nature and make long-lasting memories. But in today’s electronic, everything-on-demand culture, they’re competing with a lot of other activities—indoors and out—and we need to remind Americans of their appeal. This can’t be achieved by one single organization, which is why “60 in 60” is so important. It helps protect the future of our sport and the waterways in which people enjoy it.”

—Frank Peterson, President & CEO

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INCREASING PARTICIPATION: WHY DOES IT MATTER?

Reaching the goal of 60 million anglers would have economic, conservation and social benefits.

IT IS ESTIMATED THAT REACHING

60 million anglers

WILL INCREASE FISHING LICENSE REVENUE BY

\$500 million



14 million new anglers

COULD CONTRIBUTE AN ESTIMATED

\$35 billion

ANNUAL INCREASE IN ECONOMIC VALUE FROM ANGLERS



REACHING 60 MILLION ANGLERS COULD MEAN

7.5 million new boaters

CONTRIBUTING TO A

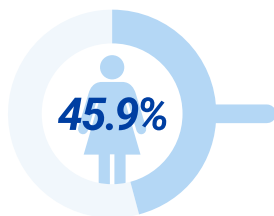
\$10 billion

ANNUAL INCREASE
IN ECONOMIC VALUE



Those increased contributions would mean more funds for state fish and wildlife agencies to protect our aquatic natural resources and the wildlife they sustain through fish stocking, habitat management, fish surveys and research, boat ramp management and more.

Women Are the Fastest-Growing Demographic

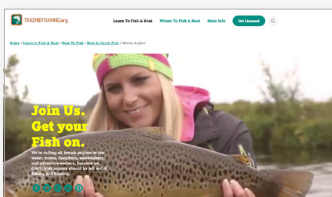


It's no exaggeration to say that women are key to the future of fishing. The number of women fishing has been steadily increasing over the past few years. Based on recent research, we now know that nearly half (47.7%) of all people considering going fishing in the U.S. are female. Additionally, women account for 43.6% of new participants in 2018.

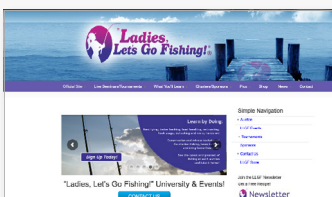
Every year, women have more choices in equipment, clothing, instructional programs,



Becoming an Outdoors-Woman (BOW) is a non-profit, educational program offering hands-on workshops to adult women. BOW encourages a supportive environment conducive to learning, making friends, and having fun. No experience is necessary and BOW is for women of all ages and fitness levels. The basic BOW workshop format is a three-day, multi-course event with more than 20 classes to choose from including fly fishing, archery, shotgun and rifle shooting, wildlife habitat, canoeing, kayaking, hiking, camping, nature photography, basic fishing, boat and trailer operating, and more.



Women have their own fishing blogs, photo posts and more resources on RBFF's **"Making Waves"** web page. It's a high-energy campaign that calls all female anglers to the water, "because we don't think anyone should be left out of boating and fishing."



"Ladies, Let's Go Fishing!" is the largest organization in the world whose objective is to introduce women to fishing. The Florida-based weekend seminar series has over 5,000 graduates, with participants coming from around the world to learn fishing skills in a female-friendly, non-intimidating environment. Founder and CEO Betty Bauman, who started the program in 1997, says, "I knew there was a market of women who would go fishing if they could learn how. I just didn't realize how large it was."

Youth and the Future of Fishing

There are many organized programs aimed at getting more youngsters, high school- and college-age students involved in fishing. Retailers, state fish and wildlife agencies, parks and recreation departments and nonprofit organizations all offer hands-on instruction in stores, during Take-a-Kid-Fishing days and at other youth-centered fishing events.



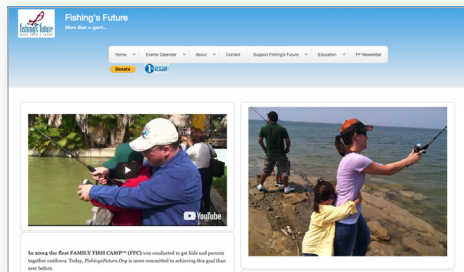
The **Boy Scouts of America (BSA)** has established a fishing program that continues to grow. Merit badges are offered for fish and wildlife management, conventional fishing and fly fishing. There are also resources for Cub Scout leaders that assist in planning a fishing outing for the youngest of Scouts. The BSA Certified Angling Instructor Program trains leaders to execute fishing programs at the local council level.

Fishing connects families, creating adventures and memories that family members will cherish throughout their lives. Parental initiation and participation is critical in a child's initiation. If a father did not fish at all, a son is three times less likely to fish than the U.S. average (10% versus 28%). For daughters, the discrepancy is even greater; only five percent fished when their fathers did not.

When a household's father fished one to three days per year, **the participation rate of sons increased from 10% to 71%, and the rate for daughters increased from 5% to 45%**. Participation on the part of the mother resulted in even higher participation rates of both sons and daughters than the same level of activity on the part of the father. **If a mother fished one to three days per year, 70% of daughters and 85% of sons participated.**⁷

Fishing remains an excellent option for family time, even in the age of social media. In fact, social media—sharing fishing posts on Instagram, Twitter and Facebook—has become part of the experience. Fishbrain, the popular social media app, has more than 2 million logged catches and counting.

It's easy to see why interest in fishing remains high. The angling community is fortunate in that to grow numbers there is no need to create demand; the demand already exists.



One effort to connect families through fishing comes from **Fishing's Future**. Founded by Shane Wilson, a 20-year veteran of public education, Fishing's Future's mission is to reconnect kids to nature by conducting Family Fish Camps. These full-day, immersive experiences teach youth, along with their parents, the skills, knots, methods, rules and techniques necessary to go fishing on their own.



**FOR MEDIA INQUIRIES,
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⁷ Source: *Highlights of Angler Recruitment, Retention and Reactivation (R3) Literature*

AMERICA'S YOUTH (AGES 6 TO 17) WENT ON

145.5 million
fishing outings

IN 2017



CHILDREN (6-12) TOTALED

81.1 million outings

WHILE TEENS TOTALED

64.3 million outings



WHILE THE 6-12 AGE GROUP PRIMARILY
WENT WITH A RELATIVE

teens were more likely
to go with a friend



WHY DO PEOPLE TRY FISHING FOR THE FIRST TIME?⁸

- ➔ To spend time with family
- ➔ Experience excitement and adventure
- ➔ Nearly 78% of current adult participants were introduced to fishing during childhood

“Experiences in nature are deeply social. . . [I]nfluential, meaningful, and durable moments in nature and connections to special places typically occur in the company of others, especially family and friends. When describing influential or memorable moments in nature, Americans reveal again and again that these experiences occur—and are remembered—because they connect people to one another.”⁹

⁸ Source: 2019 Special Report on Fishing
⁹ Source: The Nature of Americans Report

U.S. Racial and Ethnic Diversity is on the Rise

Fishing is beginning to see a rise in ethnic diversity. Americans of all cultures and backgrounds report that exposure to nature promoted their physical, psychological and social well-being.

The Nature of Americans Report describes our love for nature across demographic differences of age, race and ethnicity, residential location, educational attainment, income level, and gender as:

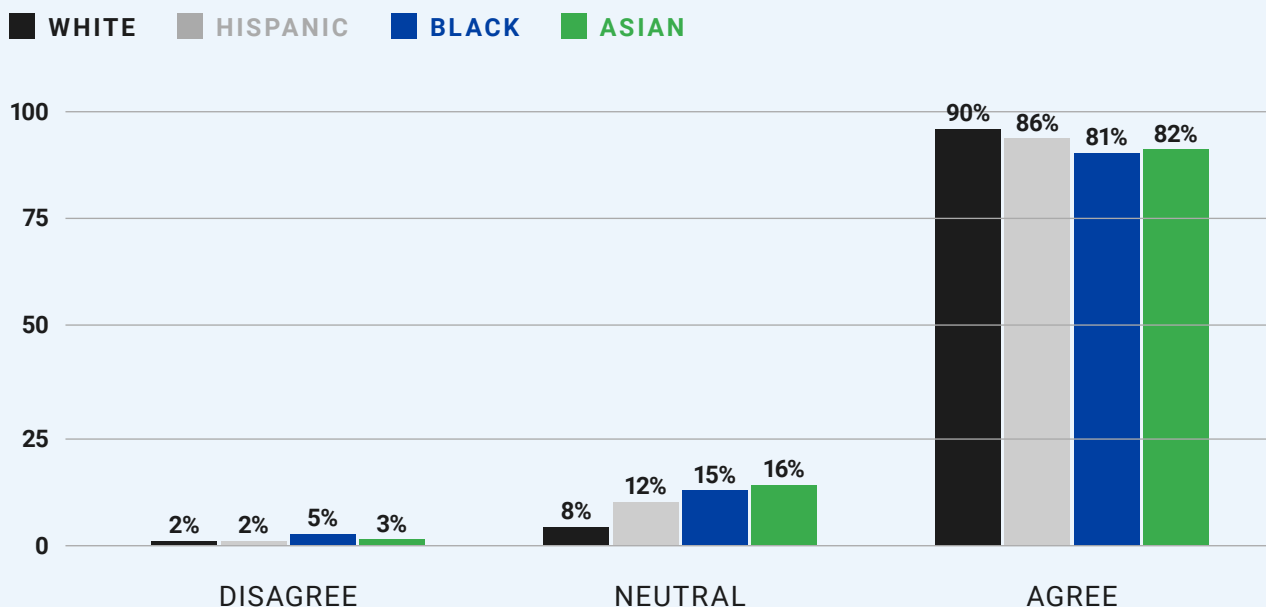
“One of the most striking and consistent findings of our study.”

FOR MEDIA INQUIRIES,
CONTACT:

Dave Case
DJ Case & Associates President
574-258-0100
dave@djcase.com

—Dave Case, DJ Case & Associates President

Across race and ethnicity, over 80 percent of American adults agree that an understanding of how nature works is as important to a child’s education as reading, writing, and math.



George H.W. Bush Vamos a Pescar™ Education Fund

When compared to other ethnicities, Hispanic fishing participants went on the most annual outings per angler. In fact, they averaged 21.9 outings per person. That was four more



VAMOSAPESCAR.org

Initiated in early 2014 with a donation from Bass Pro Shops' founder and CEO, Johnny Morris, the George H.W. Bush *Vamos a Pescar*™ Education Fund is a grant program established by RBFF to fund state and local initiatives that focus on educating and engaging Hispanic communities through multiple touch-point programs, classes and hands-on fishing activities. To increase the reach and facilitate partnerships at the local level, the Education Fund makes matching grant funds available for state fish and wildlife agencies to provide to local 501(c)(3) organizations.

IN 2017, HISPANIC AMERICANS PARTICIPATED IN FISHING AT A RATE OF

11.7%



A 1.8 PERCENT INCREASE SINCE 2016

THIS PARTICIPATION RATE EQUATES TO

4.2 MILLION PEOPLE

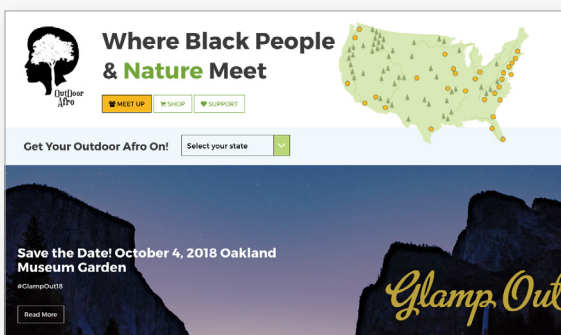
A RECORD NUMBER OF HISPANIC FISHING PARTICIPANTS



Recruitment of Black Americans

The Nature of Americans study found that, "...the great majority of children (no matter their race or ethnicity) reported being interested in nature, having people to teach them about outdoor activities, having enough time to play outdoors, learning about the natural world, and as having an affection and attraction toward nature."

Although Black Americans accounted for **just over 7% of all active anglers in 2018, a much higher number—12.5% percent—considered going fishing.** A great deal of effort is going into making sure that a) more interest in fishing as a fun outdoor activity is generated in the African American community and b) more opportunities to fish and boat are being made available.¹⁰



Outdoor Afro is "Where Black People & Nature Meet." With a mission to "help people take better care of themselves, our communities, and our planet," Outdoor Afro is a national nonprofit organization with more than 60 leaders in 28 states from around the country. Outdoor Afro connects thousands of people to outdoor experiences. They are changing the face of conservation.

¹⁰ Source: 2019 Special Report on Fishing

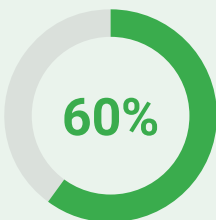
HEALTH AND WELLNESS BENEFITS



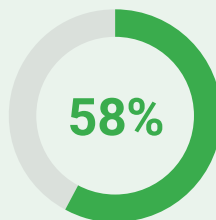
Fishing is pursued first and foremost for enjoyment, but it also has tangible benefits for us as individuals and as a society.

Fishing contributes to physical and emotional health, literally having the power to help people heal. It makes a big contribution to our economy, both nationally and in countless small towns and cities across America. And fishing benefits the environment through good stewardship by anglers, and user fees and taxes that contribute roughly \$1 billion annually to conservation.

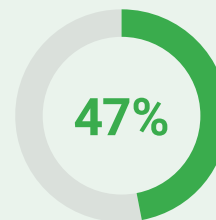
TOP FIVE REASONS FOR GOING FISHING¹¹



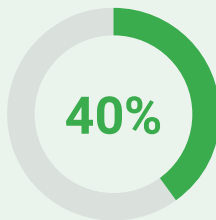
EXERCISE



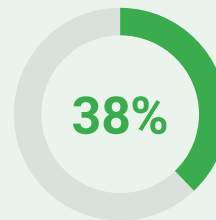
FRIENDS & FAMILY



ENJOY NATURE



ESCAPE THE USUAL DEMANDS OF LIFE



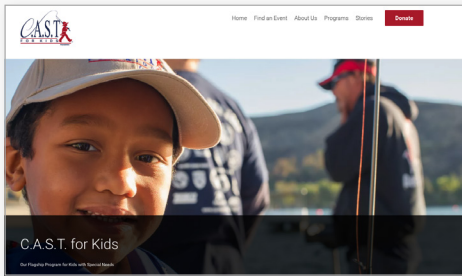
EXPERIENCE EXCITEMENT AND ADVENTURE

¹¹ Source: 2018 Special Report on Fishing

The Healing Power of Outdoor Recreation

Many of the same attributes that make fishing fun also make it beneficial to our health and sense of well-being. Fishing contributes to physical and emotional health, literally having the power to help people heal.

It also creates good times shared with family and friends, and the special memories that go with them. All told, anglers agree on the healthy, stress-reducing benefits of fishing.



At the [C.A.S.T. for Kids Foundation](#), every child is worth celebrating, can overcome limitations, and have a victorious day. Children with special needs and their caretakers come together with community volunteers for a fun day of fishing, which they may not otherwise experience. Spreading a positive message that kids with disabilities can accomplish anything, all children are included, despite their limitations.

In 2018, the C.A.S.T. for Kids Foundation will host nearly 80 events in 33 states, introducing 4,000 children to the sport of fishing. At C.A.S.T. for Kids events, community volunteers come together with children and their families to share a memorable day on the water. We love sharing the joy of fishing and blessing these kids!

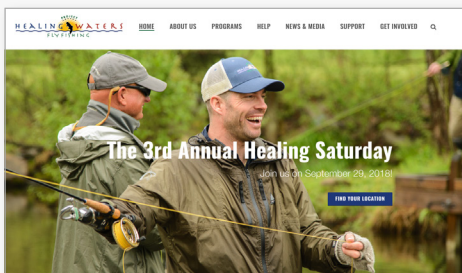
—Jay Yelas, Executive Director



**FOR MEDIA INQUIRIES,
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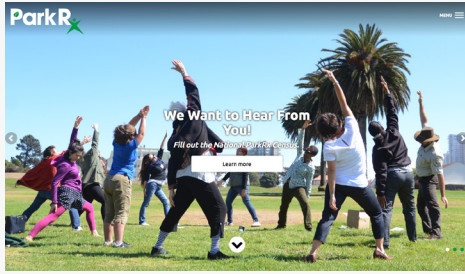
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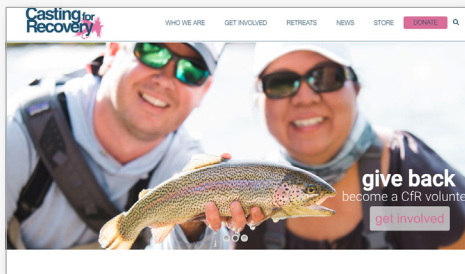


[Project Healing Waters Fly Fishing \(PHWFF\)](#)

is dedicated to the physical and emotional rehabilitation of disabled active military service personnel and disabled veterans. PHWFF has become recognized as an innovative leader in the field of therapeutic outdoor recreation through its successful application of the sport of fly fishing as a rehabilitation tool.



Just going outside has benefits; so much so that doctors are now prescribing time outdoors for their patients, especially those at risk for or suffering from a chronic disease. According to the health care professionals at [ParkRx](#), “The closer we are to green space, the less we suffer from cardiovascular, musculoskeletal, mental health, respiratory, neurological, and digestive diseases.”



[Casting for Recovery® \(CFR\)](#) is a nonprofit organization founded in 1996 by two women—a breast reconstructive surgeon and a professional fly fisher. CfR provides healing fly fishing retreats for women with breast cancer, at no cost to the participants. The retreats offer opportunities for women to find inspiration, discover renewed energy for life, and experience powerful connections with other women and nature.

“Fly fishing is a powerful way to connect women to the outdoors—it provides an authentic, accessible way to experience nature, regardless of experience, physical strength, age, or income level. The women we serve are facing breast cancer and all of the challenges that come with that diagnosis. Our goal is to provide these women the thrill of a fish on the fly, an introduction to a supportive community, and the tools to continue to pursue outdoor adventure.”

—Whitney Milhoan, Executive Director



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A POWERFUL FORCE FOR CONSERVATION

America's anglers are in many ways the nation's most powerful force for healthy fish and clean water. Just by fishing, anglers are investing in their sport, which helps ensure that there will always be opportunities to fish.

Fishing benefits environmental conservation in two ways. The first is direct economic benefits from licenses and other fees paid by anglers, boaters and fishing tackle manufacturers. Secondly, fishing teaches us about the natural world and encourages us to be good stewards of the environment.

Fishing Funds Conservation

Anglers' support of conservation work comes in many forms. The most well-known contributions come from the sale of fishing licenses. The other is through an excise tax on recreational fishing equipment and small engine/motorboat fuel.

Established by law in 1950, manufacturers pay a federal excise tax on all fishing tackle. These funds, combined with a portion of motorboat fuel taxes, go to fisheries conservation and other programs, such as new boat ramps.

By law, these funds can only be spent on fisheries and habitat conservation and restoration, and are distributed to states for those very purposes. Additionally, many anglers belong to conservation organizations that contribute funds to important conservation projects.

The **U.S. Fish and Wildlife Service (USFWS)** collects and distributes the excise tax funds, through the Sport Fish Restoration and Boating Trust Fund, to state fish and wildlife agencies for fishery conservation and habitat improvement projects, boating access, such as ramps, and aquatic education.

SINCE 1951, ANGLERS HAVE CONTRIBUTED MORE THAN

\$38 billion to conservation

A HIGHER TOTAL THAN RAISED BY ANY CONSERVATION GROUP OR GOVERNMENT PROGRAM

FROM 1952 THROUGH 2017, STATE FISH AND WILDLIFE AGENCIES HAVE RECEIVED MORE THAN

\$6 billion in funding

THROUGH THE SPORT FISH RESTORATION AND BOATING TRUST FUND FOR FISHERY CONSERVATION AND ENHANCEMENT

IN 2017, 32.2 PERCENT OF SURVEYED ANGLERS SAID THEY WERE

"very" or "extremely" motivated

BY CONSERVATION

AN ADDITIONAL 45.4 PERCENT SAID CONSERVATION

"moderately" or "slightly" affected

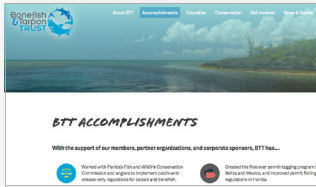
THEIR DECISION TO PARTICIPATE IN FISHING

In addition, fishing license sales generate nearly \$709 million more in annual revenues for state conservation and education programs.

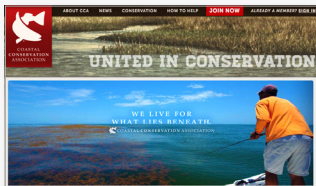
Anglers Are Committed to Conservation

In practice, most anglers are good stewards of the waterways, which in turn benefits all Americans. Many individual anglers give their time and additional contributions through non-governmental advocacy organizations.

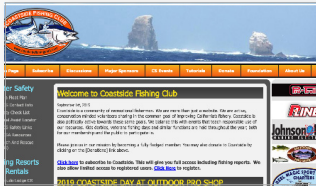
These groups are strong voices for conservation. Most fund much-needed research into fisheries and habitat. Here are a few examples:



The mission of **Bonefish & Tarpon Trust** is to conserve and enhance global bonefish, tarpon and permit fisheries and their environments through stewardship, research, education and advocacy. Members of Bonefish & Tarpon Trust include anglers from more than 20 countries, researchers throughout the world, and fishing guides that are committed to working with BTT in order to educate anglers and gather data while on the water.



The purpose of **Coastal Conservation Association (CCA)** is to advise and educate the public on conservation of marine resources. CCA's objective is to conserve, promote, and enhance the present and future availability of those coastal resources for the benefit and enjoyment of the general public. CCA currently has 17 coastal state chapters spanning the Gulf of Mexico, the Atlantic seaboard, and the Pacific Northwest.



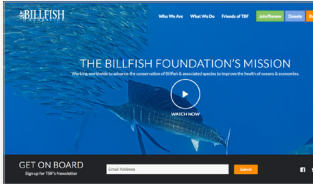
Coastside Fishing Club is a community of California recreational fishermen that share in the common goal of improving the state's fisheries, including salmon, tuna and billfish, through conservation to help preserve the resource for future generations to enjoy.



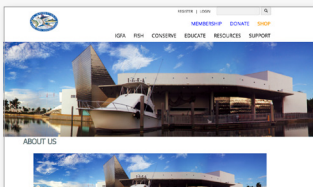
Muskies, Inc. is an active, service-oriented non-profit organization for men, women and children with the single focus of improving the sport of muskie fishing everywhere. Their work includes the conservation and restoration of muskie fisheries, elevating and funding research, and educating youth.



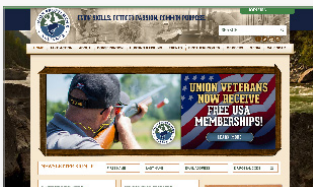
Since its creation by Congress in 1984, the [National Fish and Wildlife Foundation](#) has grown to become the nation’s largest private conservation grant-maker. They have supported conservation efforts in all 50 states and U.S. territories, with financial commitments to our nation’s fish, wildlife, plants and habitats now topping \$5.3 billion.



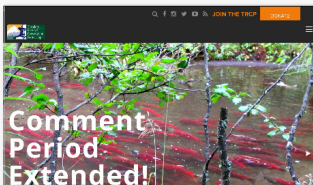
[The Billfish Foundation](#) is the only nonprofit organization dedicated solely to conserving and enhancing billfish populations around the world.



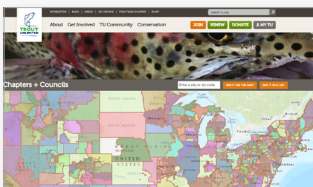
[The International Game Fish Association](#) is focused on the conservation of game fish and the promotion of responsible, ethical angling practices through science, education, rule-making and record keeping throughout the world. Based in Dania Beach, Fla., the IGFA also holds a fishing summer camp for junior anglers, hosts family fishing days, and sends IGFA staff into local school systems as part of a classroom outreach program.



[The Union Sportsmen’s Alliance](#) is a national non-profit organization that engages, educates and organizes Union members who share a passion for fishing, hunting and the great outdoors. Their community volunteers time and unique trade skills to expand and improve public access to the outdoors and restore our nation’s parks.



[Theodore Roosevelt Conservation Partnership](#) works to guarantee all Americans quality places to hunt and fish. They help create federal policy and funding solutions by amplifying the voices of American sportsmen and women in service of Theodore Roosevelt’s conservation legacy. behalf of today’s anglers, as well as for future generations.



[Trout Unlimited](#) is a national non-profit organization that has chapters and councils across the U.S. that are dedicated to conserving, protecting and restoring North America’s coldwater fisheries and their watersheds. TU’s staff and volunteers work to protect, reconnect, restore and sustain trout and salmon habitat on behalf of today’s anglers, as well as for future generations.



LOOKING OUT FOR THE FUTURE OF FISHING: THE AMERICAN SPORTFISHING ASSOCIATION

Since its establishment in 1933, the American Sportfishing Association (ASA) has evolved from a consortium of tackle manufacturers into a more complex trade association representing the interests of the broader recreational fishing community.

Today, ASA not only has manufacturers among its more than 800 members, but every sector of the industry is represented, from independent retailers and distributors to rep groups, to media groups, to cataloguers and big box stores.

“As the industry’s trade association, ASA is very aware that recreational fishing is a favorite outdoor activity for millions of Americans. The combined effect of the sportfishing industry, boating industry and state fish and wildlife agencies working together to promote good days on the water is beneficial to our economy, the health and well-being of our society and the conservation of our public lands and waters.”

–Glenn Hughes, President

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ASA produces the [International Convention of Allied Sportfishing Trades \(ICAST\)](#), the world’s largest sportfishing tradeshow. ICAST is the place where the most valuable business relationships are born, strengthened and celebrated.



[Keep America Fishing](#) is ASA’s national angler-based advocacy campaign created to give anglers a stronger voice in public policy that impacts their right to fish on our public lands and waters. [Keep Florida Fishing](#) works to ensure that recreational fishing remains a high-profile industry in the number one fishing state in the U.S.



Habitat conservation and restoration are smart investments not only for our fisheries but for the communities that rely on them. The [Fish America Foundation](#) unites the sportfishing industry with conservation groups, government natural resource agencies, corporations and foundations to provide grants for conservation and angler education initiatives across the country. Since 1983, the foundation has awarded over \$12 million in grants to more than 1,200 projects.



ADDITIONAL RESOURCES

CONTACT INFORMATION

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CALENDAR OF FISHING RELATED EVENTS AND HOLIDAYS



National Earth Day
APRIL 22



National Great Outdoors Month
ALL MONTH

National Fishing and Boating Week
BEGINS FIRST FULL WEEKEND OF JUNE

National Go Fishing Day
JUNE 18



National Cleanup Day
THIRD SATURDAY IN SEPTEMBER

National Hunting and Fishing Day
FOURTH SATURDAY IN SEPTEMBER

GUIDE TO FREE FISHING DAYS

A list of days in every state where anglers can go fishing without a license

NATIONAL GREAT OUTDOORS MONTH SOCIAL MEDIA TOOLKIT

Download these social shareables and help people #Escapetheindoors

Download all reports, infographics and other resources from the [Media Guide Dropbox](#).

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