



A PROMOTER OF SPORTFISHING PARTICIPATION

As a leading ambassador for the values of fishing, the American Sportfishing Association has promoted participation in the sport since its earliest days. It's a reflection of our commitment to help reinforce demand for fishing products as well as our unremitting passion for sharing the thrill of fishing with others.

This role has had many facets: from administering educational programs and promotional campaigns to supporting organizations that give the industry and partners a stronger impact on fishing participation.

