



# THE MILLION POUND CHALLENGE

## You're Invited: Million Pound Challenge Clean-up Day

Our team is stepping up to make a difference—and you're invited to be part of it.

As part of the **Million Pound Challenge**, an initiative led by the American Sportfishing Association, we're joining companies across the industry to help remove **1,000,000 pounds of trash** from our nation's waterways. It's a simple idea with real impact: cleaner water, healthier fisheries, and stronger communities.

### Event Details:

**Location:** [Insert Location]

**Date:** [Insert Date]

**Time:** [Insert Time]

We'll be working together to clean up a local [river/lake/shoreline/boat ramp], and we'd love to have you join us. Feel free to bring family members or friends who want to pitch in.

### What to Bring:

- Long pants
- Closed-toe shoes or boots
- Sunglasses and/or hat
- Reusable water bottle (stay hydrated)
- Sunscreen
- A positive attitude

We'll provide [insert what company will provide—trash bags, grabbers, gloves, refreshments, etc.].

This is a great opportunity to get outside, give back, and be part of a nationwide effort to protect the waters we all rely on. Together, we're not just cleaning up—we're contributing to a larger story about stewardship and conservation across our industry.

**Please let us know if you plan to attend:** [Insert RSVP Contact or Link]

We hope to see you there.