

RBFF and Open Angler Partner to increase Participation in Fishing & Boating

Fishing charter reservation company enhances content on TakeMeFishing.org and helps recruit new youth and young adult participants

ALEXANDRIA, VA (Tuesday, December 19, 2017) – The Recreational Boating & Fishing Foundation and Open Angler today announced a new partnership, focused on increasing participation in fishing and boating, ultimately working to achieve RBFF's [60 in 60 goal](#). The partnership will utilize [Open Angler's](#) digital fishing charter reservation tools to engage youth and young adults in fishing.

“By now it’s very clear that achieving 60 in 60 will require adoption by all facets of the fishing and boating industry,” said RBFF President and CEO Frank Peterson. “That’s why this new partnership with Open Angler is so exciting. It provides us with valuable new data for the TakeMeFishing.org Places to Boat & Fish Map and targets a promising group of new angling recruits, providing a quality fishing experience with the potential to create lifelong anglers.”

Through the partnership Open Angler will bring one-click search access to the TakeMeFishing.org Places to Fish & Boat Map, providing anglers with access to thousands of fishing trips around the United States, a resource for where and when to go fishing, and a way to find and book the fishing trips.

“This is a huge win for the sport fishing industry, it marks one of the first major partnership opportunities to bring digital reservations and online booking to the community, making it easier to get more people on the water with reputable guides and charter operators,” said Alicia Aloe of Open Angler. “RBFF’s work is paving the way towards a more positive future for our industry, and we have no doubt this partnership will continue to further enhance those efforts.”

RBFF’s [Special Report on Fishing](#) revealed 11 million youth participants went fishing in 2016, a 3% increase. Partnerships like this will help keep this number growing for years to come. For more information on RBFF’s partnerships with industry organizations, visit [TakeMeFishing.org/corporate](#).