



PRESS RELEASES

RBFF TAPS FISHBRAIN TO MAKE FISHING MORE ACCESSIBLE AND REWARDING TO ITS DIGITAL PROPERTIES' 11 MILLION UNIQUE VISITORS

FISHBRAIN WILL GIVE RBFF SITE VISITORS INDUSTRY-FIRST FEATURES AND UNPARALLELED INSIGHTS FROM BOTH FELLOW ANGLERS AND EXPERTS INCLUDING AN UPGRADED INTERACTIVE MAP, FORECASTS, CATCHES, FISH SPECIES AND MORE

- [VIDEO\(1\)](#)

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ALEXANDRIA, VA (January 23, 2017)– The world’s most popular app and social network for anglers, [Fishbrain](#), today announced a first-of-its-kind partnership with [the Recreational Boating & Fishing Foundation](#) (RBFF) to integrate new fishing intelligence features into its digital properties, including [TakeMeFishing.org](#) and [VamosAPescar.org](#). The agreement will give RBFF’s audience of over 11 million unique visitors access to a comprehensive interactive map that showcases new and recent catches, fish species, and fishing forecasts for specific areas, as well as unprecedented intelligence sourced from experts and fellow anglers in an effort to make fishing more rewarding and accessible for everyone.

For nearly two decades, RBFF has been one of the most valuable resources for beginner and veteran anglers alike seeking expert insights on fish species and their habitats, the best places to fish, and information on nearby boat ramps and marinas. Now through the Fishbrain integration, site visitors will have access to a completely upgraded interactive [Places to Fish & Boat Map](#), showing them what fish species fellow anglers are actually catching in certain bodies of water, and what particular bait was used. They can also scroll through user photos of catches made near them, and filter by species to see what fellow anglers are catching in real time. In addition to the technology enhancements, the map integration also includes the addition of U.S. Fish and Wildlife Service Refuge and Fish Hatcheries location information to further broaden fishing opportunities for anglers. “RBFF is known for its extensive insights into the types of conditions that are ideal for making the best catch,” said Johan Attby, CEO of Fishbrain. “But what makes this partnership particularly interesting is that we’re now able to give these anglers an extra edge by adding another layer of invaluable data from the millions of catches happening all across the U.S. We think this will create a great stepping stone for those looking to get into fishing or ramp up their game and catch more and bigger fish.”

The partnership is part of RBFF’s [“60 in 60” initiative](#) introduced in 2016 to draw more people to the sport using technology with the goal of increasing fishing participation from the current 47 million anglers to 60 million anglers in 60 months (by 2021).

“We’re excited to partner with an industry leader like Fishbrain to give our audience tools to enhance their fishing experience,” said Frank Peterson, President and CEO at RBFF.

“The integration complements our ‘60 in 60’ initiative perfectly by drawing in more anglers and boaters and giving them advanced tools and information that can not only

help them improve their fishing skills, but also connect with other anglers in their community.”

For more on what’s to come from Fishbrain you can follow the company on [Facebook](#), [Twitter](#) and [Instagram](#). Fishbrain can be downloaded from the [App Store](#) or the [Google Play Store™](#).

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About Recreational Boating & Fishing Foundation (RBFF):

RBFF is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation’s aquatic natural resources. RBFF developed the award-winning Take Me Fishing™ and Vamos A Pescar™ campaigns to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing and Vamos A Pescar help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign websites, [TakeMeFishing.org](#), and [VamosAPescar.org](#), feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.

About Fishbrain:

Fishbrain is the most popular mobile app and social network for fishing, connecting everyone from beginner to pro anglers with the tools and insights to fully enjoy the world’s most popular hobby while catching more and bigger fish. The app’s interactive map helps anglers find hot new fishing spots and see what other people are catching, with what bait and specifically where. With other features like Fish Species Recognition, marine mapping (provided by C-MAP), forecasts, bait recommendations and more, Fishbrain has become one of the most valuable and rewarding tools in a fisherman’s tackle box. And, with the ability to post photos and videos, log catches, share experiences with an engaging community, and watch tips and tricks from pro ambassadors like Roland Martin, Jimmy Houston, Mike “Ike” Iaconelli, April Vokey, Robert Field and Scott Martin, Fishbrain is not only fueling inspiration, but helping its more than five million users across the globe have more fun by fishing smarter, not harder.

Fishbrain values responsible fishing and the sustainable harvest of fish species, as well as the tracking of rare and endangered species through a partnership with the U.S. Fish and

Wildlife Service and the Florida Wildlife Commission. For more information, go to www.fishbrain.com.