



TAKEMEFISHING.org



Find your *best self*
on the water.

A PUBLIC SERVICE CAMPAIGN FROM THE



RECREATIONAL
BOATING & FISHING
FOUNDATION



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ABOUT

The Recreational Boating & Fishing Foundation (RBFF) is a national, non-profit organization that has been leading the drive for over 20 years – in partnership with industry and government, and through its brands Take Me Fishing™ and Vamos A Pescar™ – to increase participation in recreational boating and fishing, thereby helping to conserve and restore our country's aquatic natural resources.



Learn more about the Recreational Boating & Fishing Foundation

NEWSROOM

RBFF CORPORATE PAGE

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INFOGRAPHIC

Dear Public Service Director,

The Recreational Boating & Fishing Foundation (RBFF) Take Me Fishing™ campaign is dedicated to encouraging Americans to experience the benefits of boating and fishing. As a national non-profit organization, the RBFF has been leading the drive for over 20 years to increase participation in recreational boating and fishing.

Research recently conducted by RBFF in partnership with Ipsos has shown that women who fish experience numerous personal benefits on and off the water. For example, 1 in 4 women who fish say it helps them manage their moods and long-term stress. Women who fish are more likely to say that setbacks don't discourage them, and almost half of women who fish say fishing teaches them patience. Additionally, women who fish are more likely to say their health is very good, and 1 in 5 women who fish feel like they can do anything they set their mind to.*

We would like to invite you to share our newest PSA, **"Find Your Best Self"** (:30, :60), which emphasizes the fun and diverse experiences that can be had on the water while showcasing the personal benefits of fishing for women on and off the water. By featuring women and girls fishing in our PSA, we hope to inspire more women to try this activity and experience these benefits for themselves.

We hope that you will air our **"Find Your Best Self"** PSA to help promote the benefits of boating and fishing for women. **The PSA is available for use until May 1, 2024** and encourages viewers to visit [TakeMeFishing.org](https://www.TakeMeFishing.org) for more information.

For any questions or additional information, please contact our distribution representative Shaliza Thomas at Connect360 Multimedia (email: sthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for your support and consideration.

Sincerely,



Rachel Piacenza
Director of Marketing
Recreational Boating & Fishing Foundation

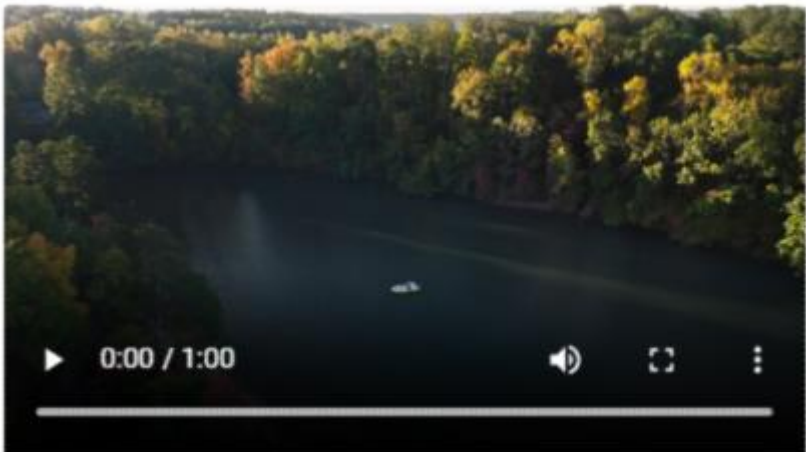
*Ipsos, What Gives Women an Edge

Find Your Best Self

When you cast off, you never know what you'll reel in. Research shows that the real catch isn't something you can hold or see – but something you can feel. The Take Me Fishing™ campaign strives to show the positive impact fishing and boating can have on your life, off and on the water.

To learn more, please watch our :60 PSA titled "**Find Your Best Self**". We ask that you please air our PSA as soon and as often as possible. **This PSA has an end date of May 1, 2024.**

Thank you for your consideration.



"Find Your Best Self" (:60)

NARRATOR V/O: And just like that, she starts to grin

A special flame's been lit within

The spark of something new begins

There's something in the water

On her own, she's in the zone

Determination can't be thrown

Resilience building in her bones

There's something in the water

With her gaiter on and her waders on

She can tackle anything till dawn

There must be something in the water

On and off the boat she flies

The sky's the limit

She's soaring high

She's a force of nature on the rise

There's something in the water

"Find Your Best Self" (:30)

NARRATOR V/O: And just like that, she starts to grin

The spark of something new begins

There's something in the water

On her own, she's in the zone

Resilience building in her bones

There's something in the water

On and off the boat she flies

A force of nature on the rise

There's something in the water

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/rbff/>

These PSAs can be used until May 1, 2024.

Find Your Best Self (:60, :30)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

Date: JUL 02 1999

RECREATIONAL BOATING AND FISHING
FOUNDATION
1033 N FAIRFAX ST STE 200
ALEXANDRIA, VA 22314

DEPARTMENT OF THE TREASURY

Employer Identification Number:
54-1915490
D.E.N:
17053088008009
Contact Person:
FREDERIC D. BURBUS ID# 53421
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
October 1998
Advance Ruling Period Ends:
December 2002
Addendum Applies:
No

RECEIVED
JUL 07 1999
American Spirit
Association

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we



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