**MEDIA ALERT**

President George H.W. Bush Joins Recreational Boating & Fishing Foundation (RBFF) at Press Conference to Present First-Ever George H.W. Bush Vamos A Pescar Education Fund Grants

WHAT: With the help of President George H.W. Bush, Bass Pro Shops and representatives of the States of Texas and Florida, **RBFF and the George H.W. Bush Vamos a Pescar™ Education Fund** will hold a press conference to announce the very first grant donations to organizations bringing conservation education and fishing and boating experiences to Hispanic families. Johnny Morris, Founder and CEO of Bass Pro Shops, will also present the President with a Bass Fishing Hall of Fame jacket and plaque, as he was recently inducted into the Bass Fishing Hall of Fame.

WHO: President George H.W. Bush

Johnny Morris, CEO of Bass Pro Shops

Frank Peterson, President and CEO of Recreational Boating & Fishing Foundation (RBFF)

Carter Smith, Executive Director of Texas Parks & Wildlife Department

WHERE: **George Bush Presidential Library** | 1000 George Bush Dr W, College Station, TX 778451

WHEN: **Thursday, April 14, 2016, from 4:30 PM – 7:00 PM**

*4:30 PM – 5:00 PM | Press conference*

*5:00 PM – 5:30 PM | Representatives available for interviews*

*5:00 PM – 7:00 PM | Fishing activities and fish fry*

WHY: The George H.W. Bush Vamos a Pescar™ Education Fund was founded by RBFF, with an initial $125,000 donation by Bass Pro Shops Founder and CEO Johnny Morris, in honor of President George H.W. Bush. The mission of the education fund is to bring fishing and boating experiences and conservation education to Hispanic families across the United States. This event announces the first grants made in furtherance of this mission.

MEDIA: **For interviews** with representatives of the states of Texas and Florida, grant-receiving organizations, Bass Pro Shops and RBFF staff, or for questions and supporting materials, please contact:

**Luisa Tejada | Exponent PR** luisa.tejada@exponentpr.com

Work: 612-305-6281

Mobile (on-site): 612-735-5057

**Bruna Carincotte | RBFF**

bcarincotte@rbff.org

Work: 703-519-6917

Mobile (on-site): 202-743-9894

**About the 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 George H.W. Bush Vamos a Pescar™ Education Fund**

The George H.W. Bush Vamos A Pescar™ Education Fund was created by RBFF with an initial donation of [$125,000 from Bass Pro Shops Founder and CEO Johnny Morris](http://news.takemefishing.org/BassProDonation) to bring conservation education and fishing and boating experiences to Hispanic families in key metro areas of Texas and Florida. With the help of similar donations from other individuals, companies and associations, the fund will help educate and engage Hispanic and multicultural audiences throughout the United States in boating and fishing with the support of RBFF’s Vamos A Pescar Hispanic initiative.