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**KeepAmericaFishing becomes the fastest-growing
community of anglers dedicated to keeping our nation's fish
and waters healthy**

*First Degree-Designed KeepAmericaFishing™ Campaign Named as
2011 Finalist in Best Rebranding by PR Newswire's Platinum PR Awards*

July 27, 2011, Alexandria, VA --- The American Sportfishing Association (ASA) and First Degree announced that [KeepAmericaFishing™](#) — the sportfishing industry's angler advocacy campaign committed to protecting the legacy of fishing — has grown into a community of over half a million anglers dedicated to keeping this nation's waters open, clean and abundant with fish.

In the spring of 2010, the American Sportfishing Association hired First Degree, LLC, a Virginia-based marketing and public relations firm, to transform KeepAmericaFishing from a grassroots, online campaign focused on helping California's anglers fight marine closures into a national community of anglers dedicated to preserving anglers' rights to sustainably fish on our nation's public waterways.

“With the thoughtful guidance and support of First Degree, KeepAmericaFishing gives this nation's 60 million anglers a voice on issues that matter most to them,” said ASA Vice President Gordon Robertson. “The branding, marketing and advocacy campaign designed by First Degree has empowered anglers with the tools and resources they need to affect legislative change and has generated the financial resources needed to expand our advocacy work.”

Since the launch of the new advocacy campaign in July 2010, KeepAmericaFishing has empowered anglers from the Gulf of Mexico to the Great Lakes to let their voices be heard on policy issues that impact their community. In July 2011, KeepAmericaFishing was named a finalist by PR Newswire for “Best Rebranding Strategy” in this year's Platinum PR Awards.

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“The new branding and marketing strategy for KeepAmericaFishing is resonating well with the angler community,” said First Degree President Laura Hunt. “Anglers provide \$1.2 billion annually toward fisheries conservation, yet they are increasingly being kept off the waters. Our job was to educate them about the threats to their right to fish and motivate them to take action to keep our waters and our fisheries healthy.”

Additionally, under First Degree’s guidance, KeepAmericaFishing has implemented numerous cause-marketing campaigns and awareness promotions with leading manufacturers, retailers and media partners in the recreational fishing industry. These cause-marketing campaigns included the sale of awareness stickers with the branding slogan FISH! in retailers across the country.

About KeepAmericaFishing

*KeepAmericaFishing™ is the [American Sportfishing Association’s](#) angler advocacy campaign. KeepAmericaFishing gives America’s 60 million anglers a voice in policy decisions that affect their ability to sustainably fish on our nation’s waterways. Through policy, science and conservation, KeepAmericaFishing works to minimize access restrictions, promote clean waters and restore fish populations. **For more information or to get involved today, visit www.KeepAmericaFishing.org.***

About First Degree

*First Degree, LLC is a Virginia-based marketing, public relations and cause-marketing agency that develops custom campaigns and programs for its association, non-profit and corporate clients. Since 2005, First Degree has been developing signature programs for some of our nation’s largest and most respected charities and corporations. First Degree is a member of the CDR Fundraising Group, a suite of companies providing fundraising services uniquely tailored to each of its nonprofit clients, including direct mail, online marketing, list brokerage, major-donor, international fundraising consulting and DRTV. **For more information, visit www.1stdegree.com or www.cdrfg.com.***

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