

BY STAFF & SENIOR WRITERS OF
BASSMASTER, BASS TIMES AND
FTR MAGAZINES

Take Me Fishing Expands Team

The Recreational Boating & Fishing

Foundation's Take Me Fishing campaign and Discovery Education have partnered to create ExploretheBlue.com, an online initiative that includes materials designed to empower teachers and parents to engage youth in a dialogue about the importance of outdoor recreational activities, such as boating and fishing, and the value of clean and healthy natural resources.

"Boating and fishing offer families the perfect opportunity to reconnect," says RBF President and CEO Frank Peterson.

"Through ExploretheBlue.com, we want to inspire more families to get outside and experience the world around them. And with great resources like lesson plans and multimedia tools, we hope to aid in creating or further enhancing our stakeholders' own programs that introduce youth to the outdoors."

Explore the Blue resources include:

» **A collection of cross-curricular lesson plans, videos, multimedia content, activities and worksheets aligned to national education standards.**

» **An interactive game called Thrill of the Catch that provides students with the tools to develop and care for their own ecosystem.**

Teachers, parents and kids can use the resources available on the site. The informa-

tion is geared for grades K-2 and 3-5.

"The Explore the Blue campaign is a unique effort to leverage the digital resources today's kids are so familiar with to encourage them to get outdoors," says Discovery Education vice president of education partnerships Mary Rollins. "We are pleased to partner with RBF on this important initiative growing youth participation in outdoor activities and conservation issues."

To reward those who share stories about their love of the outdoors, Take Me Fishing, Discovery Education and Sports Authority are also launching the Explore the Blue Essay Contest. By submitting an essay describing his or her favorite fishing or boating experience, one lucky student will win a family vacation to Yellowstone National Park. The winner will also receive a \$250 gift certificate from Sports Authority to purchase outdoor gear; and five runners-up will receive \$100 gift cards.

"The Explore the Blue Essay Contest is a way to connect with today's students and encourage them to actively think about the broader benefits of being in the great outdoors," says Sports Authority senior vice president of marketing Simon MacGibbon. "We are passionate about encouraging the nation's youth to be healthy and active and are excited to take part in this initiative. •

Reaction
Innovations
Sweet Beaver



Spro
Bronzeye
Frog



Gambler
Mega Daddy



2010 BASS PRO SHOPS BASSMASTER SOUTHERN OPEN

Location: Lake Seminole,
Bainbridge, Ga.

Date: Oct. 7-9, 2010

Lure(s): Reaction Innovations
Sweet Beaver and Gambler
Mega Daddy

Colors: black/blue (Sweet Beaver)
and Junebug/green-pumpkin
(Mega Daddy)

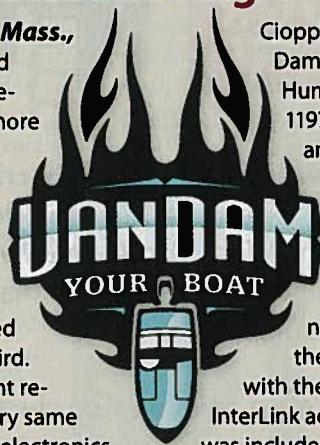
Technique: The tournament winner, Trevor Fitzgerald, keyed in on a flipping bite, which netted him a total weight of 44 pounds, 2 ounces. He flipped the lures on a 4/0 Reaction Innovations BMF hook, behind a 1-ounce Tru-Tungsten sinker, into matted hydrilla. With the bite being tough on the notoriously stingy lake, flipping was the strongest pattern, although second-place finisher Derek Allen caught most of his fish on the Spro Bronzeye Frog. •

Massachusetts Angler's Boat "VanDam-ized"

Hopkinton, Mass.,

resident David Cioppa was selected from more than 200,000 anglers to receive the "VanDam Your Boat" prize, which was sponsored by Humminbird.

The resident received the very same Humminbird electronics that Kevin VanDam used to win his third straight Toyota Tundra Bassmaster Angler of the Year title.



Cioppa can now VanDam his boat with Humminbird's 1197c SI Combo and 958c Combo fishfinders. He can share information between the two units by networking them together with the Humminbird InterLink accessory that was included as part of the grand prize.

VanDam, a member of Humminbird's pro staff, is a three-time Bassmaster Clas-

sic winner.

"Given Kevin's great popularity, we knew having him associated with this promotion would make it highly successful," says Humminbird senior business director Jeff Davison. "The large number of entrants also demonstrates how popular Humminbird products and Side Imaging technology have become with anglers."

In addition, a Humminbird 798c SI Combo was awarded to a randomly selected entrant following each of the 10 Bassmaster Elite Series events. •