



Wildlife Forever and U.S. Angling Sign New Partnership For Clean Drain Dry Initiative and The Art of Conservation Programs

For Immediate Release:

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White Bear Lake, MN – Wildlife Forever and U.S. Angling Confederation (USAngling) signed a Memorandum of Understanding (MOU) that aligns top priorities of the two organizations: invasive species prevention and youth conservation education. The MOU integrates Clean Drain Dry messaging and the Art of Conservation programs into community events. Together, the two organizations will collaborate to connect youth to fisheries conservation.

Through integrated programming, efforts will focus on providing professional anglers with Clean Drain Dry communication and marketing tools for use with tournament operations and community outreach events. By integrating invasive species best management practices, the two organizations ensure that prevention messaging engages anglers and the recreational boating community.

“I am honored to be partnering with USAngling. As leaders in the professional fishing community, it’s important we work together to get the word out about AIS and engage youth to become part of the solution,” said Pat Conzemius, President and CEO of Wildlife Forever.

USAngling and Wildlife Forever are also devoted to introducing youth to fishing and igniting a passion for conservation. Through the Fish Art Program, USAngling will help promote and encourage youth to participate in the international contest. The Fish Art Contest and new Songbird Art Contest are focused on inspiring the next generation of stewards by introducing youth to the natural world through art, science, and creative writing.

“Integrating the Clean Drain Dry Initiative resources with our anglers and events will help increase public awareness and showcase our commitment to protecting the resource. The Art of Conservation programs are a wonderful opportunity to work together to cross promote programs. I am excited about the future and that our work together will inspire the next generation,” said Michael Brand, Youth Committee Chair of USAngling.

About USAngling: USAngling, a 501c3 charitable organization, provides leadership for USA National Fishing Teams as they compete worldwide, shares our love of competitive angling by engaging America's youth, supports conservation actions, and interacts with the community. USAngling is the sole U.S. representative to the Confederation Internationale de la Peche Sportive (CIPS), the world sport fishing governing body as recognized by SportAccord. CIPS has 115 member nations representing over 50 million competitive anglers in freshwater, fly, and saltwater fishing. USAngling has the privilege of representing all of these United States fishing sports teams. Currently, there are 13 freshwater sports, four fly fishing sports, 17 saltwater sports, and one casting sport.

About Wildlife Forever: Our mission is to conserve America's wildlife heritage through conservation education, preservation of habitat and management of fish and wildlife. Wildlife Forever is a 501c3 non-profit dedicated to investing resources on the ground. Recent audits reveal that 96% of every dollar supports our award-winning conservation programs. **Join Today** and learn more about the Art of Conservation® programs, Clean Drain Dry Initiative™ and Prairie City USA® at www.WildlifeForever.org.

About the Clean Drain Dry Initiative: The Wildlife Forever *Clean Drain Dry Initiative* is the national campaign to educate outdoor recreational users on how to prevent the spread of invasive species. Strategic communications, marketing, outreach, and educational services provide access to consistent messaging and tailored AIS prevention planning. To learn more, visit www.CleanDrainDry.org

