

FOR IMMEDIATE RELEASE

New Bilingual Coloring Book Reaches Children with Important Boating and Water Safety Messaging

Manassas, VA (June 18, 2014) – The [National Safe Boating Council](#) (NSBC) and the [Recreational Boating & Fishing Foundation](#) (RBFF) announces its collaboration in creating the first Spanish/English Boating Safety Sidekicks activity book for children. The Boating Safety Sidekicks “Color-a-Fish” book is designed to educate kids about different fish through a fun hands-on approach.

According to the U.S. Fish and Wildlife Service (USFWS), participation in fishing has risen 11 percent from 2006 to 2011. The Hispanic population is projected to reach 65 million in the U.S. by 2020. "The Hispanic population is a critical group to engage, ensuring the long term sustainability of two of America's favorite pastimes," says Frank Peterson, RBFF's President and CEO.

This coloring book teaches children the names and shapes of the fish that they might encounter in freshwater or saltwater. Children will now be able to classify and describe the fish in two languages on their next fishing trip. Parents will be glad to know that this program not only delivers fun but also educates, and will keep their child both busy and entertained!

“We’re excited to work with RBFF and their new Hispanic-outreach effort, *Vamos A Pescar*[™], to educate even more people about the importance of boating safety,” remarks Rachel Johnson, executive director of the NSBC. “By getting kids involved, we’re working to reach the entire family with a fun message of boating and fishing.”

“Color-a-Fish”, also known as “Colorea-el-Pez”, features six types of fish with one page in English and the next page in Spanish. This 12-page book also includes an anatomically correct coloring key to guide the child in coloring the appropriate colors to match the actual fish, the scientific and family name, and the length. The pictures provide a balanced mix of creative coloring and fine motor skills development.

Color-a-Fish is available for order from the National Safe Boating Council. Please visit [SafeBoatingCouncil.org](#) for more information on pricing or contact the NSBC office at (703) 361-4294 or email office@safeboatingcouncil.org.

To learn more about RBFF’s Hispanic outreach effort, [Vamos A Pescar](#), visit news.takemefishing.org/Hispanic-campaign-launch and to have even more fun with the Boating Safety Sidekicks, visit BoatingSidekicks.com.

About the National Safe Boating Council

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through

training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit SafeBoatingCouncil.org.

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™ campaign to create awareness around boating, fishing and conservation, and educate people about the benefits of participation. Take Me Fishing helps boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign website, TakeMeFishing.org, and its new Spanish-language counterpart, 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.

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