

GET FOLKS FISHING  
FOUNDATION  
FOR MENTAL HEALTH & SOCIAL WELLNESS



*I believe that there is a subtle  
magnetism in Nature, which,  
if we unconsciously yield to it,  
will direct us aright*

Henry David Thoreau



## WHAT IS GET FOLKS FISHING?

Founded in 2021 by filmmaker and "Lunkerville" TV host Michael de Avila, GFF advocates for the mental, physical and social benefits of recreational fishing, introducing new people, and reuniting old, to the joys and wonders of the angling experience.

GFF partners with like-minded companies and individuals to get this fishing-for-wellness message out across America.



# TODAY'S MENTAL HEALTH CRISIS

Due to Global Pandemic



Average Share of Adults Reporting Symptoms of  
Anxiety Disorder and/or Depressive Disorder,  
January 2021 vs. January-June 2019

\*Kaiser Family Foundation Report Feb 10, 2021



## **RECREATIONAL FISHING**

### FOR **MENTAL HEALTH**

Fishing on your own offers solitude and introspection; a mindful experience and a fresh perspective.

### FOR **SOCIAL WELLNESS**

Fishing with family, friends, and even strangers, enriches the social experience and helps foster a better understanding of others; and a more tolerant community.

# COMMUNITY SUPPORT

We help develop local fishing clubs in communities and schools by coordinating with community organizers, donating fishing tackle, featuring local leaders on television and encouraging support through social media.





## FOUNDER'S MESSAGE

# Michael de Avila

Recreational fishing offers excitement, fun, focus and can be as meditative or as social as you want it to be. It's an active and healthy reason to spend time outdoors, and with only 17% of people age 6 and older recreationally fishing\*, a huge majority of the population is not experiencing the joys and benefits of angling. I aim to change that by showing people fishing isn't just about catching a big fish, or a meal, but much more.

\*RBFF 2020 Special Report on Fishing

REAL PEOPLE ... REAL FISH STORIES

SINCE 2004

# LUNKERVILLE

WAYPOINT TV  
THE DESTINATION FOR OUTDOOR ENTERTAINMENT.

MOTV  
MY OUTDOOR TV



Discovery  
CHANNEL

prime video



## BUILDING PUBLIC AWARENESS

We inspire appreciation for the outdoors and spark interest in recreational fishing through national broadcasts and multi-channel streaming of the long running documentary TV series, Lunkerville.

We reach avid anglers through outdoors television partners and bring in new anglers through broadcasts on Discovery Channel. With a robust and interactive social media ecosystem, Lunkerville helps turn interested viewers into engaged anglers by showing them how easy and accessible fishing can be.





## GFF BEGINS

In late 2020, the Get Folks Fishing initiative is launched with the production of four wellness-themed Lunkerville episodes broadcast on Discovery Channel in December, 2020. The fishing wellness holiday mini-series is a hit with viewers, delivering TV ratings outpacing previous programs in the same time period.

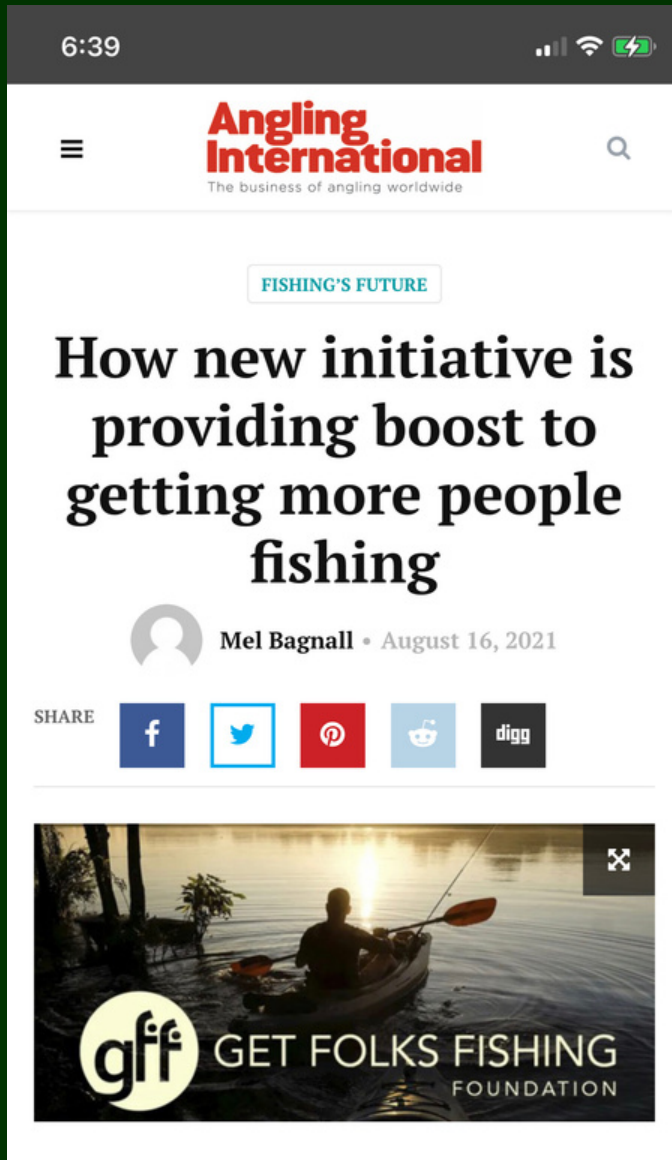
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## SPRING 2021

Lunkerville continues the Get Folks Fishing wellness message by producing 9 more half-hour GFF episodes and distributing the entire 13-episode season on World Fishing Network, Sportsman Channel Canada, Amazon Prime Video, Fishing TV and Waypoint Outdoors TV.

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## SUMMER 2021

Lunkerville announces the formation of the Get Folks Fishing Foundation at ICAST 2021. The charitable organization will advocate for the mental health & social wellness benefits of recreational fishing on individuals and communities, and partner with industry and private benefactors to promote this message.

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## FALL/WINTER 2021

The Get Folks Fishing holiday Lunkerville series airs Saturday mornings on Discovery Channel for the 2nd year, with a mission to getting folks interested in recreational fishing. Nielsen viewer ratings exceed the previous year.

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37  
DSCHD

Lunkerville

**NEW** Bass Bonanza

Major League Fishing

**NEW** Bass Pro Tour: 2021 Stage Six Championship Round



## 2022 MEDIA CAMPAIGN

### SPRING 22

Produce new season of Lunkerville.

Social Media outreach during May: Mental Health Awareness Month

### SUMMER 22

Broadcast new episodes on WFN and Waypoint Outdoor TV.

Premiere on Facebook in 4-6 minute individual tip and lifestyle segments.

Lunkerville presented by GFF series premieres on MOTV (Inaugural GFF season)

### FALL 22

Discovery Channel GFF Holiday Broadcasts and media push

Re-broadcasts on WFN and streaming partners.

### WINTER 22/23

New Lunkerville season available on Prime Video and Fishing TV (International)

Rebroadcasts on WFN.



## **GET INVOLVED AS A COMPANY**

For corporate partners, join us and you'll be helping others experience fishing for the first time. And not just kids, but everyday people who may have never grown up near a fishing hole or have a friend to share the joys of fishing with. Your contributions will literally help create first fish memories while building brand loyalty at the same time. You'll also be reaching avid anglers and weekend fishermen through the extensive media reach of the Lunkerville TV show, and benefit from its grass roots reputation of being the only show that features real people with real fish stories. Broadcast nationally for over 18 years and streamed worldwide, Lunkerville and GFF offer corporate partners a way to get involved in an important mental health cause while also creating a marketing opportunity through wellness and lifestyle messaging.

## GET INVOLVED AS AN INDIVIDUAL

**DONATE**

**MEMBERSHIP**

**VOLUNTEER**



GET FOLKS FISHING FOUNDATION