

NEWS RELEASE

FOR IMMEDIATE RELEASE

April 8, 2021

wildHERness™ Receives George H.W. Bush Vamos A Pescar Grant

OLATHE, KS – wildHERness™, the most dynamic women’s outdoor organization in the Kansas City metro area, proudly announces the award of the George H.W. Bush *Vamos A Pescar*™ (VAP) Education Fund grant to their organization. The \$5,000 grant provides critical funding for educational fishing programming and conservation awareness in urban areas.



Since establishment, wildHERness has committed to the recruitment and retention of underrepresented demographics, including women, youth and minorities. Administered by the Recreational Boating & Fishing Foundation (RBFF), the VAP grant was created in 2014 when Johnny Morris, CEO & Founder of Bass Pro Shops, donated \$125,000 to support state and local initiatives that engage Hispanic families in fishing, boating and conservation activities.

“Just as women are the fastest growing sector of the outdoor industry, Hispanics are spending more days on the water compared to their non-Hispanic counterparts,” said Jess Rice, President of wildHERness. “We believe that long-term recruitment is more likely to stick when a family can experience and participate in outdoor activities together, because it provides an opportunity for family units to bond,” Rice continued.

"A great aspect of the VAP grant is that it empowers organizations like wildHERness to provide fishing education opportunities in their own communities, through a partnership with Kansas Department of Wildlife, Parks and Tourism (KDWPT) and RBFF," said David Breth, Sportfishing Education Coordinator for KDWPT. Breth continues, "The social support and connections made during these events, give these programs excellent potential to reach new audiences and create outdoor enthusiasts and anglers."

In collaboration with the Johnson County Kansas chapter of Fishing’s Future, a three-part Learn To Fish workshop kick off on April 18, 2021. This virtual event will cover the basics of fishing: knot tying, casting techniques, Kansas regulations and limits, equipment requirements and public fishing locations. At the conclusion of the series, participants will each receive a Zebco rod and reel combo, annual fishing license, PFD and t-shirt. Each family will also receive a tackle box and Kansas State Park parking permit – all the tools necessary to create a successful angler!

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ABOUT WILDHERNESS

Founded in 2020, wildHERness aims to create a community of strong, diverse & adventurous sportswomen through participation in outdoor pursuits. The organization empowers women by building independence and self-sufficiency, and creates a community of support to encourage outdoor adventures. Learn more at wildherness.org