

Free Fishing License Day Number 2 (Saturday, August 13, 2016)

Free 1-day fishing licenses will be available for your customers via the sportsmen licensing system beginning on Wednesday, July 27, 2016. These licenses are free to anyone, resident or non-resident ages 16 to 64.

Please remember to ask if they have had any sort of license in the past, as they may already have a profile and conservation ID in the system.



Free fishing license day provided me the opportunity to fish with my family, an activity I would not have normally done, as I would not have purchased a fishing license.

Background:

Starting in 2015, the DEEP Commissioner may designate up to 2 dates where anyone can fish for *FREE* provided they obtain the free 1-day fishing license. These 2 dates are in addition to the long-standing "free fishing day", a day when anyone can fish for free without a license.

These 2 new days were requested by the Bureau of Natural Resources as a customer engagement tool to help recruit new or reactivate lapsed anglers. The requirement to get a free 1-day license helps us to understand the level of participation in these events. Post surveys sent to all those who provide an email address help us to understand motivations and obtain feedback.