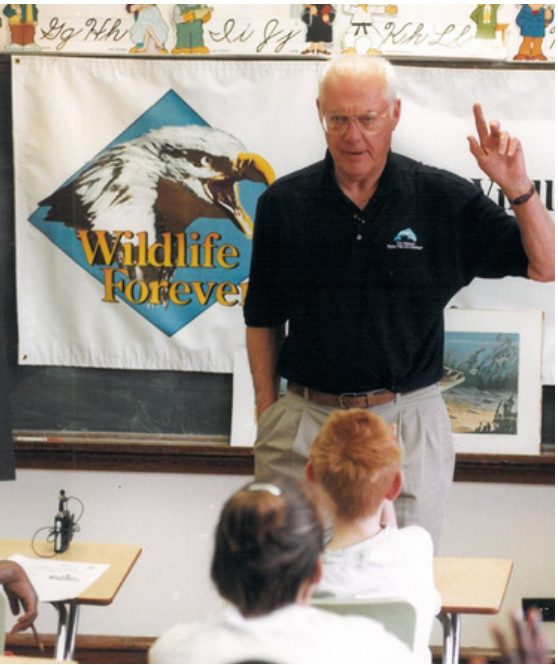




# **25th Anniversary Fish Art Contest Report**







# 25 Year Legacy

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For 25 years, the Art of Conservation Fish Art Contest has been inspiring youth from around the world to discover nature. Through research, creative art, and self-discovery, students learn about fish and fishing, aquatic habitat, and their place in a rapidly changing environment. Most importantly, students become stewards of conservation, empowered to make a difference.

The Fish Art Contest stands the test of time as an award-winning program to engage youth, regardless of background, demographics, or experience. Students use their imagination and self-expression to create physical works of art. In today's digital world, hands on learning is critically important.

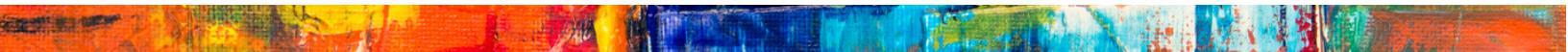
Over the decades, we've seen lives changed, families engaged, and siblings competing for state honors and national recognition. Some students, like Sara Wilder from Missouri, have brought the program full circle. As a student, Sara entered the contest every year. Now an elementary teacher, she uses the Fish Art program in her classroom. Sara won the Richard M Hart Educator of the Year Award in 2022, exemplifying the program's power to connect young people to nature.

Today, Fish Art remains a free, cross curricular program, serving as a wonderful extension activity for use in schools, nature centers, art studios, and youth fishing clubs. What began as a child's homework assignment has grown into an international program, hosted by states, and supported by numerous organizations.

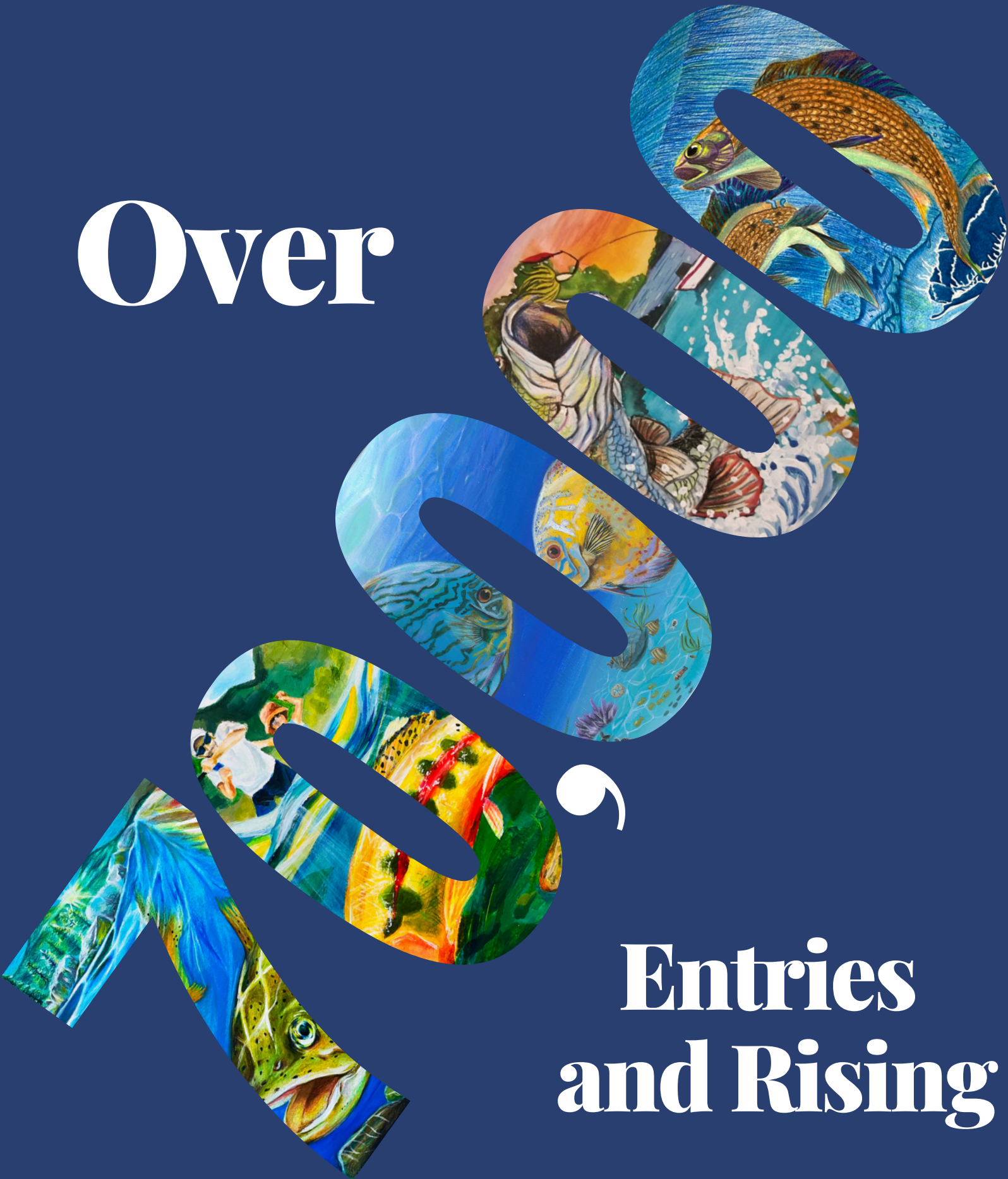
We are grateful to the individuals and organizations, past and present, who support a shared vision and passion, working to prioritize youth as the future of our fish and wildlife.

Special thanks to our legacy partners: Mr. Sal DiLeo and daughter, Kate DiLeo, the late Bud Grant, Babe Winkleman, Doug Grann, Karen Hollingsworth, Dale Schulz, Scott Grieve, Richard M Hart, Zoe Ann Stinchcomb, Johnny Morris, Misty Mitchell, Bob Ziehmer, and Wildlife Forever Members.

Pat Conzemius, President and CEO



Over



Entries  
and Rising



# The Impact

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## From Our Partner:

“The Fish Art Contest does a tremendous job of exposing students across Texas and beyond to the wonders of fish and fisheries resources through the nexus of art. The outdoors are for everyone and this is such a wonderful way to help youth find themselves in our natural resources.” -  
**Tom Lang, Texas Freshwater Fisheries Center Director**

## Students Share their Learning through Essays:

“As I worked on this piece, I found myself reflecting on my own fear of sharks and the negative stereotypes that often surround them. However, as I delved deeper into my research, I gained a new appreciation for the vital role that these creatures play in the ocean's ecosystem. Through this artwork, I hope to inspire others to think more deeply about the role sharks play in the ocean's ecosystem and to take action to protect them. By working together to create more sustainable habitats and futures for these magnificent creatures, we can help to ensure that they continue to thrive for generations to come.” - **Ashley Liu, 11th Grade, NC**

“The humble cycle of life has carried us for eons and is only made possible with water. Water, an invaluable element of nature that we cannot let ourselves selfishly waste and pollute. Like the Garibaldi fish, although we are a part of a much larger whole, we must each do our share to create a clean ocean and bright future for our successors.” - **Carolyn Zhang, 8th Grade, IL**

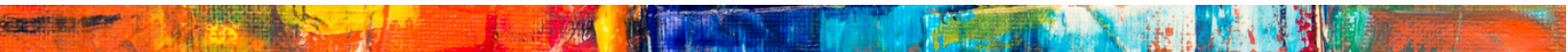
A beautiful blue canvas  
Dotted with clouds  
Below in the crystal clear abyss swims a fish  
The Alligator Gar  
The Titan

The grand Mississippi  
The blue green Ohio and Missouri rivers  
And more, much more  
Where the titan breaths  
Where the titan sleeps

...

But there is one thing  
A scary, terrifying, utterly jaw dropping sight  
Surprisingly a titan also has something to fear  
Trash, muck, grime  
The mounds and heaps and mountains of  
rubbish

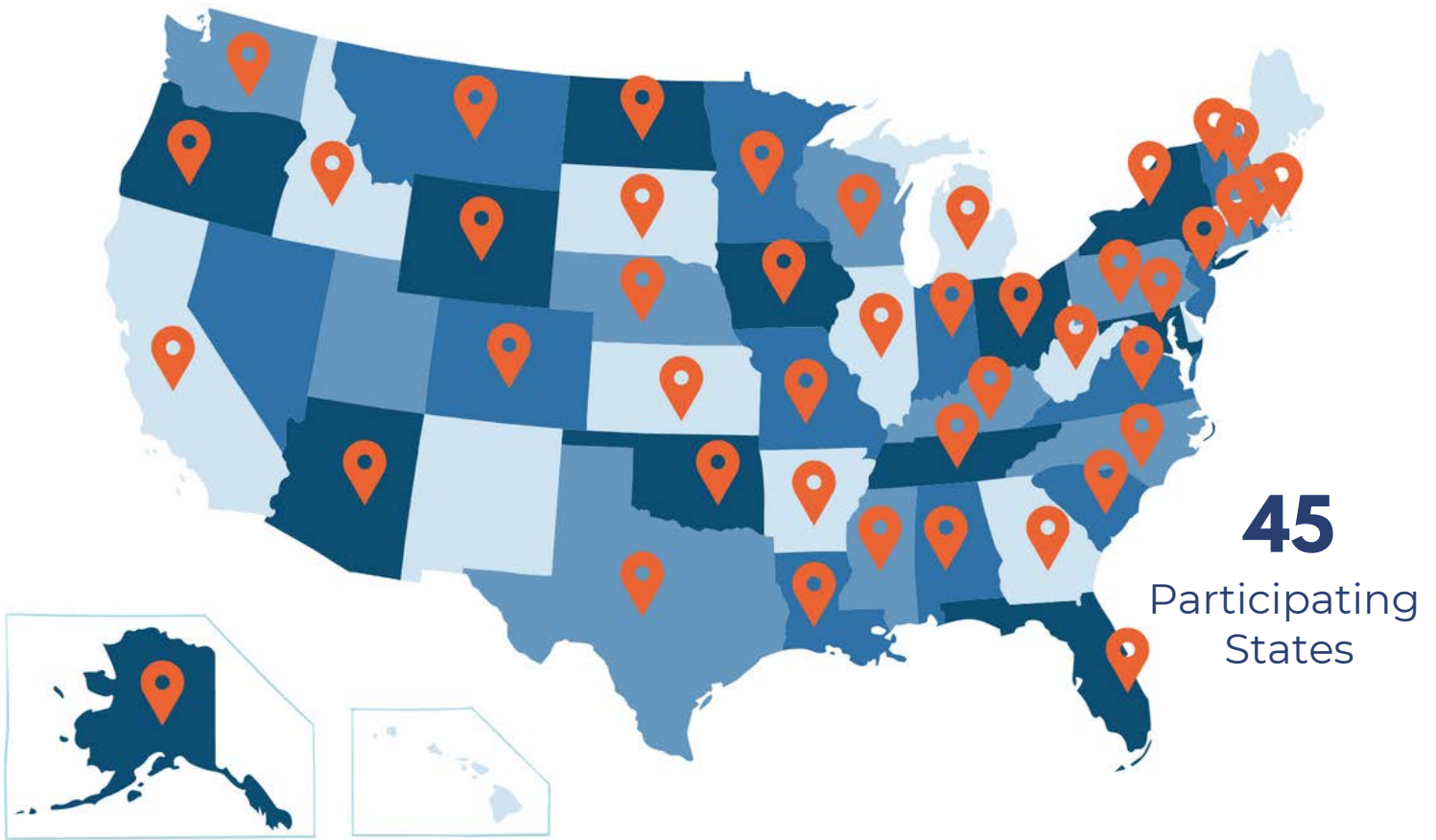
Garbage, litter, debris  
It's quite simple, it's trash  
Falls into crevices, gets everywhere, ruins  
everything  
Despite what is known  
Killing a titan is not as hard as you think  
- **Cedric Wu, 9th Grade**





# 2023 Program Distribution

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# The Numbers

# 24,004,782

Total Impressions



## 4,566

Youth Participants

## 175,000

Website Reach

## 8,149,782

Wildlife Forever and  
Partner Social Media  
Audience

## 15,680,000

Press and Social Media  
Impressions





# Sponsorship Promotion

Thank you for all you do to support the Fish Art program! Wildlife Forever is committed to showcasing our partners through social media, press, newsletters, and more.

**Fish Art Contest**  
Published by WF Jones · March 2 ·

Wonders of Wildlife celebrates hunting, fishing and stewardship of the land and water with over 800 species on display! Cast your vote now for America's Best Aquarium.



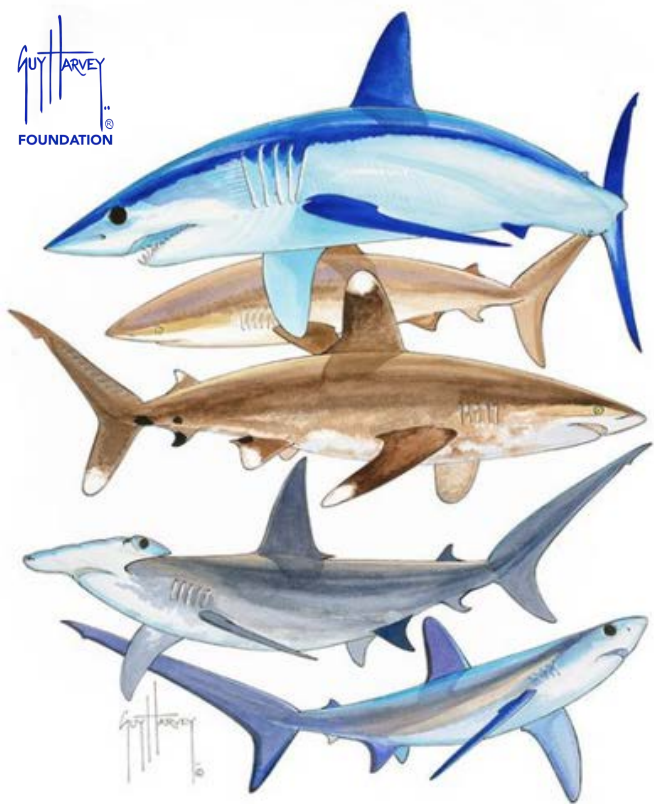
**Fish Art Contest**  
Published by WF Jones · October 13, 2022 ·

Have you heard about the IGFA Conservation Award? This special award is focused on the Roosterfish, an important ocean species. Submit your entry today at [www.FishArt.org](http://www.FishArt.org) and learn more about the Roosterfish at <https://igfa.org/roosterfish-research-program/>



**Fish Art Contest**  
Published by WF Jones · January 27 ·

Calling all Fish Artists! The Guy Harvey Shark Award is currently accepting all species of sharks. Check out the inspiration below from Dr. Guy Harvey and learn more about the award at <https://www.wildlife forever.org/?p=10260> Thank you Guy Harvey Foundation!



**Fish Art Contest**  
Published by WF Jones · January 4 ·

Thank you to Rapala for their sponsorship of the Fish Art Contest! Learn more about our partnership at <https://www.wildlife forever.org/.../rapala-sponsors-the-.../>



# State Host Network

The Fish Art State Host Network connects with educators and families across their state to increase participating in the Fish Art Contest. States with Hosts see markedly more entries each year.

State agencies, museums, nature centers, and more are eligible to become part of the State Host Network.



Minnesota



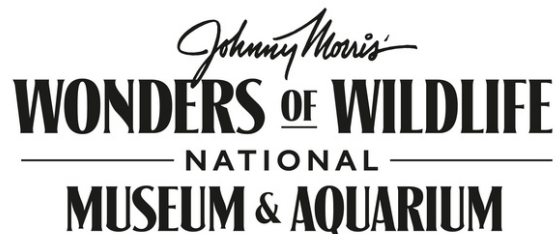
Alaska



Nebraska



Vermont



Missouri



South Dakota



Georgia



**TEXAS FRESHWATER  
FISHERIES CENTER**

TEXAS PARKS & WILDLIFE

Texas



Florida



# 2023 Success

## PAID ADVERTISEMENT

A paid ad campaign was developed to promote participation. The ad campaigns resulted in a **5,000% increase in reach** compared to non sponsored posts.



## REIMAGINED BROCHURE

Creation of a brand new brochure incorporating both components (Fish and Songbird) of the Art of Conservation brand.

## NEW STATE HOSTS PARTNERSHIPS

The Fish Art Contest welcomed two new state hosts; South Dakota Game Fish & Parks and Vermont Fish and Wildlife Department. Both states saw drastic increases in entries over 2022.



SD Entries 2022: 0  
**SD Entries 2023: 55**  
 VT Entries 2022: 0  
**VT Entries 2023: 311**

## 01 Introduction to Fish

- A. What is a fish?
- B. What traits do all fish share?
- C. Which fish live in my state? Where?
- D. Optional: Classroom Fish Observation

## CURRICULUM COMMITTEE

A content outline and sample lesson plan was developed for the curriculum rewrite. Sponsors and partners on the curriculum committee will be invited to share their feedback and ideas in September. Finished curriculum available to educators in January.

# New in 2024

## NEW SPONSORSHIP AGREEMENTS

The Bureau of Land Management joined the fleet of Fish Art Sponsors for 2024. This new partnership will strengthen the Fish Art program across the west.

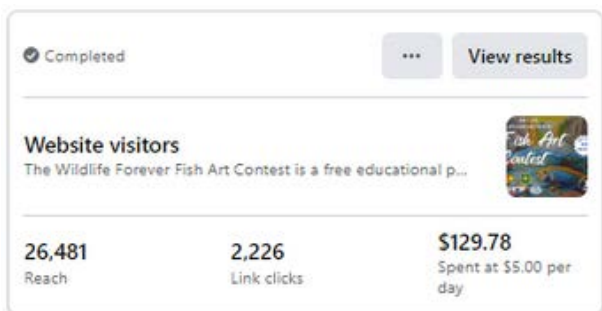
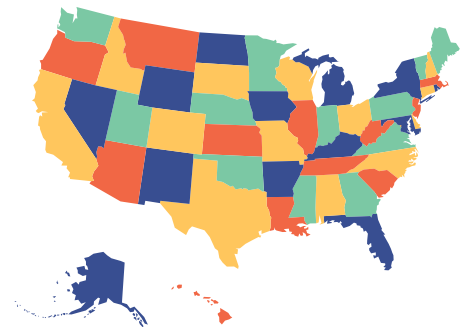


## TEACHER TRAININGS

Development of a teacher training program. Teachers have the option to become Certified Fish Art Educators and learn how to effectively use the program in their classroom.

## STATE HOST NETWORK EXPANSION

With 2 new State Hosts added in 2023, the program has its sights set on expanding to more states during the 2024 cycle.



## RAMP UP IN PAID ADVERTISEMENT

2024 will bring an increase in ad campaigns across all Fish Art social media platforms to better reach audiences and inspire participation.

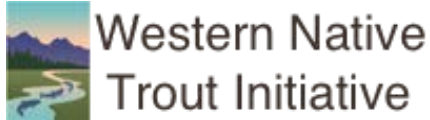


# Thank You!

Thank you to our wonderful partners and sponsors. You are critical to the success and growth of the program and we could not be more grateful to work with you.



TITLE SPONSOR







Wildlife Forever  
5350 HWY 61 N, STE 7  
White Bear Lake, MN 55110  
763-253-0222  
[www.FishArt.org](http://www.FishArt.org)

