



DEPARTMENT of the INTERIOR

news release

FISH AND WILDLIFE SERVICE

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NEW FISH AND WILDLIFE LOGOS UNVEILED FOR USE BY RECREATIONAL EQUIPMENT INDUSTRY

There's a new way for industry to show how it supports fish and wildlife conservation!

Distinctive new logos depicting the symbols of Federal aid programs for fish and wildlife restoration are now available for use by manufacturers of hunting and fishing equipment whose products are taxed to support such projects.

Three new logos -- individual symbols for "Sport Fish Restoration" and "Wildlife Restoration" programs and a combined "Sport Fish and Wildlife Restoration" symbol -- were unveiled today by the U.S. Fish and Wildlife Service and made available to industry as a distinctive way of marking certain types of sporting equipment whose purchase supports wildlife conservation.

Under the Federal Aid in Wildlife Restoration and Sport Fish Restoration Acts -- Federal programs commonly known as the "Pittman-Robertson" and



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"Dingell-Johnson" programs -- excise taxes are included in the purchase price of various types of outdoor supplies and equipment, including arms and ammunition, handguns, certain archery equipment, gasoline used in motorboats, imported watercraft, fishing tackle, artificial baits, lures and flies, tackle boxes, and flasher-type fish locator devices. Those taxes are paid by the manufacturers to the Federal Government, which apportions the revenue to State fish and game agencies to support fish and wildlife restoration projects under a program administered by the Interior Department's Fish and Wildlife Service.

"Pittman-Robertson" -- which is celebrating its 50th anniversary this year -- and "Dingell-Johnson" have collectively made over \$2.5 billion available to the States, Commonwealths, and Territories for fish and wildlife research, land acquisition, and field management projects.

"'Pittman-Robertson' and 'Dingell-Johnson' have been two of the Federal Government's best-kept secrets in what they have done for conservation," says Fish and Wildlife Service Director Frank Dunkle. "Well, not anymore. With these new logos, the word is now out that these two programs have worked wonders for fish and wildlife in America. We think industry, which along with the individual hunter and angler has unselfishly shouldered the financial support for wildlife restoration in this country, should be able to share in the credit for this achievement. These logos are its symbol of success, and we encourage industry to display it proudly."

Manufacturers whose products are taxed under "Pittman-Robertson" and "Dingell-Johnson" can apply the logos to packaging, advertising, or the products themselves under agreement with the Fish and Wildlife Service. Recipients of Federal aid funds will also display the new logos at project sites; many State fish and game agencies are already marking wildlife management areas and public boating access ramps with the new logos to signify that funds making those purchases possible were from "Pittman-Robertson" and "Dingell-Johnson."

"We want the average hunter and fisherman to see these new logos on boxes of shot shells, on the lids of tackle boxes, and on thousands of other outdoor products and be able to connect their purchase of those items with the money it provides to enhance fish and wildlife conservation programs," says Dunkle.

Additional information about the new Federal aid logos and their use by manufacturers is available from the Division of Federal Aid, U.S. Fish and Wildlife Service, Department of the Interior, Washington, D.C., 20240; 703/235-1526. A full description of the logos and licensing arrangements also appears in the December 15, 1987, Federal Register.

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Note to manufacturers' representatives: Interested in the new "Pittman-Robertson" and "Dingell-Johnson" logos for your products? Black-and-white glossy artwork of all three logos are available for your examination from the Fish and Wildlife Service's Division of Federal Aid at the above address and telephone number.