

FOR IMMEDIATE RELEASE

Contact:
Bailey McBride, Major League Fishing
(918) 281-4529
bmcbride@majorleaguefishing.com

Sheri Herrmann, General Tire
704-583-8151
sheri.herrmann@conti-na.com



[PDF view](#)



Major League Fishing pro Edwin Evers tweaks a lure during an MLF competition. General Tire has expanded its partnership with the unique made-for-television bass fishing competitions to become MLF title sponsor and official tire via a new multi-year agreement. (Click to enlarge/download)

General Tire Named Title Sponsor of Major League Fishing

TULSA, Okla. (Feb. 6, 2018) - Major League Fishing (MLF) and General Tire formally announced today that General Tire will be the title sponsor and official tire of MLF beginning in 2018. The multi-year agreement kicks off with the General Tire Major League Fishing Summit Cup's first event airing on Saturday, Feb. 17, 2 - 4 p.m. ET, on Outdoor Channel. The partnership is an extension of the relationship that began in 2015 and includes MLF Cup events and the General Tire World Championship.

"We're excited to expand our partnership with Major League Fishing," said Travis Roffler, director of marketing for General Tire. "Fishing is a great fit for the General Tire brand as we embody an outdoor lifestyle that usually requires trucks, and the right kind of tires, to get you where you need to go. The format, the anglers, and the fans make Major League Fishing the perfect fit for us. We're looking forward to growing with MLF in 2018 and beyond!"

"General Tire is a true big-league sponsor and an incredible and active partner that we are proud to work with," said Jim Wilburn, general manager of Major League Fishing. "As a sponsor, they have grown organically alongside Major League Fishing where and when it made sense for them. It was all a very natural fit on both sides. Getting to work with Travis (Roffler) and all of Team General Tire is very gratifying to both Major League Fishing and our anglers, as their enthusiasm and the ideas they bring to the table help advance both MLF and the sport."



Pro angler Skeet Reese and his accompanying MLF cameraman turn their attention to a nearby competitor while Reese's boat official keeps an eye on Reese's fishing. Reese will soon know what the other angler caught as MLF events provide real time updates to competitors via iPads. (Click to enlarge)

The General Tire brand will be displayed prominently during broadcasts by way of title graphics, commercials, in-show elements, angler and boat branding, as well as officials' jerseys. As part of the partnership, General Tire will be creating original content with MLF that will be used throughout the General Tire social media channels. The content will feature Team GT anglers, and will roll out throughout the 2018 season.

The 2018 General Tire Major League Fishing Cup 2018 programming begins with the Feb. 12 airing of the Wiley X Summit Cup from Alpena, Michigan. In addition to watching it on Outdoor Channel, MLF can also be viewed online at MOTV.com.

###

About General Tire

For over 100 years General Tire has offered a complete quality line of ultra-high performance, passenger, light truck, off-road and commercial tires to meet all your needs. General Tire, a brand of Continental AG, is a proud supporter of the Automobile Club of America (ARCA), Best in the Desert Racing Association (BITD), Major League Fishing (MLF), Fishing League Worldwide (FLW), King of the Cage, Lucas Oil - Off Road Racing Series, Late Model Dirt Series, Pro Pulling League, Modified Series, Drag Boat Racing Series and ASCS Sprint Car Dirt Series; Expedition Overland, FreestyleMx.com Tour; Zero One Odyssey, and JeepSpeed. Team GT includes: CJ Hutchins, Jim Beaver, Camburg Racing, Chase Motorsports, Skeet Reese, Edwin Evers, John Crews, Britt Myers, Mark Rose and Bill McDonald. Follow General Tire on Twitter, Instagram and Facebook for updates.

About Major League Fishing

Developed through a joint effort between Outdoor Channel and two dozen premier bass fishing anglers in 2011, Major League Fishing brings the high-intensity sport of competitive bass fishing into America's living rooms in the form of riveting two-hour TV episodes. Twenty-seven world-class anglers are filmed over the course of a six-day event. The show captures their efforts as they utilize a demanding format that allows them to weigh all the "scorable bass" they catch. Unlike other competitive fishing events, live leaderboards in the boats allow anglers to know their standings at all times. For more information about the game, visit www.majorleaguefishing.com and follow Major League Fishing on [Twitter](#), [Instagram](#) and on [Facebook](#).

Dollahon PR, 10702 E. 11th St., Tulsa, OK 74128

[SafeUnsubscribe™](#) {recipient's email}

[Forward email](#) | [Update Profile](#) | [About our service provider](#)

Sent by robyn@dollahonpr.com