

Contact Dollahon PR:
(866) 907-1605
[Gary Dollahon](#)
[Robyn McKerley](#)
[Andrew Upshaw](#)



SIG SAUER, Inc. joins Major League Fishing for 2017 season

TULSA, Okla. (Aug. 24, 2016) - Major League Fishing (MLF) officials announce the signing of world-renowned firearms manufacturer SIG SAUER as a new sponsor of the popular made-for-television bass fishing events for the 2017 season.

With roots dating back to 1853 in Germany, today's SIG SAUER offers a diverse product line, ranging from air guns to tactical weapons. Its reputation for innovative, high-quality firearms has made it the brand of choice among military, law enforcement agencies and civilians worldwide.



World-renowned firearms manufacturer SIG SAUER is a new sponsor of Major League Fishing's 2017 television season, citing the show's demographic reach as being a good fit for their product lines. (Click to enlarge/download).

"SIG SAUER has a long, rich history as a leader in the firearms industry, but has also become a popular brand for shooting sports and personal defense; our audience knows them well as there is such high crossover between anglers and those who use firearms," said MLF General Manager Jim Wilburn.

"SIG SAUER is known in the business world for its world-class excellence and operational achievements. It is a wonderful addition to our team of sponsors because of their great global vision and outstanding products, and they will be one of the first in their industry to participate in professional fishing."

Major League Fishing is in its fifth season and was rated Outdoor Channel's No. 1 overall program in first quarter 2016. The TV show's format features the country's top professional bass anglers competing against each other in a live-action, head-to-head style. Every competitor has a cameraman and live microphone following them, giving viewers an in-the-boat experience, as well as a live leaderboard providing updates throughout the event.

"We very much value our partnership with Major League Fishing because they have developed such an authentic model for their top rated outdoor show," said Tom Taylor, SIG SAUER chief marketing officer and executive vice president of sales. "Also, MLF reaches a demographic that is in line with our product lines, appealing to both fishing and shooting enthusiasts alike. This is a great fit for us, and we like the way MLF engages its audience for sponsors."

The 2017 MLF television season begins Dec. 31, 2016, on the Outdoor Channel with the first airing of the 2017 Summit Select.

Joining SIG SAUER in the 2017 MLF sponsor lineup are Jack Link's, Bass Pro Shops, General Tire, Ferguson, Geico, Sqwincher, Yeti Coolers, Huk, WileyX Eyewear, Ram, Livingston Lures, Repel, StarBrite, Optima Batteries, Lowrance, Daiwa, Sonic, BullFrog, T.H. Marine, Tarter Farms, Quantum, Bass Cat, Strike King, Sunline, Duckett Fishing, Eagle Claw/Trokar, Go Pro, Onyx, Power Pole, Mercury/MotorGuide, St. Croix Rods, Nitro and Phoenix, and other newcomers Kubota, Pure Michigan, Lucas Oil, Plano, Iron Cross Automotive, SPRO and Lew's.

For more information about MLF and its sponsors, visit www.majorleaguefishing.com.

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-four 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](#).

About Outdoor Channel

Taking viewers across America and around the world on unparalleled adventures since 1993, Outdoor Channel is America's Leader In Outdoor TV. Dedicated to the outdoor lifestyle and conservation, the independent cable network is a division of Kroenke Sports & Entertainment, LLC and provides a complete spectrum of riveting hunting, fishing, shooting and adventure entertainment. Outdoor Channel is received by nearly 40 million U.S. households - the largest outdoor TV footprint in the country - and is available in more than 50 countries internationally. For program times and other information, visit www.outdoorchannel.com.

About SIG SAUER, Inc.

SIG SAUER, Inc. is The Complete Systems Provider™, leading the industry in American innovation, ingenuity, and manufacturing. SIG SAUER® brings a dedication to superior quality, ultimate reliability, and unmatched performance that has made it the brand of choice among responsible citizens, and many of the world's most elite military, government, and law enforcement units. SIG SAUER offers a full array of products to meet any mission parameter, from handguns and rifles to silencers, optics, ammunition, accessories, and ASP (Advanced Sport Pellet) airguns. The largest member of a worldwide business group of firearms manufacturers that includes SIG SAUER GmbH & Co. KG in Germany and Swiss Arms AG in Switzerland, SIG SAUER is an ISO 9001: 2008 certified company with more than 1,400 employees. For more information on SIG SAUER, any of its products, or the SIG SAUER Academy, log on to www.sigsauer.com.

###

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