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Lew's signs with Major League Fishing

TULSA, Okla. (Sept. 26, 2016) - Major League Fishing (MLF) officials announce that Lew's has signed on as a new sponsor of the popular made-for-television bass fishing competitions for the show's 2017 season. Lew's will showcase its rods, reels and fishing line through the advertising opportunities afforded, and also stands to benefit from having some of its national pro staff members among the anglers who have qualified to compete.



Lew's pro Jason Christie focuses on his next target as the Major League Fishing official in his boat stands ready to report another catch to all participants for a real-time update. MLF was the Outdoor Channel's overall top-rated television show in first quarter 2016. (Click to enlarge/download)

The Lew's and MLF pairing brings together two of fishing's hottest brands: Lew's was honored in July with two "Best of Show" awards at the ICAST trade show, while MLF was rated Outdoor Channel's overall No. 1 show for first quarter 2016.

The age discrepancy between the two brands makes the new relationship particularly interesting. Lew's got its start in 1949. MLF is in its 5th season.

"Lew's being part of an innovative fishing program like Major League Fishing should come as no surprise to anyone knowing the history of Lew's," said Lew's CEO Lynn Reeves. "The late Lew Childre was all about thinking outside the box. In addition to having an inventor's mind, he also had promotional skills learned from his dad, who was a talented Grand Ole Opry entertainer. I think Lew would have loved the MLF format and Lew's being associated with it."

"We couldn't be any prouder than we are to have a legendary brand like Lew's join our team of outstanding sponsors," said MLF General Manager Jim Wilburn. "Their

involvement certainly validates what our team believes is the most exciting and most fun-to-watch fishing show on television. We welcome Lew's as a great marketing partner."

The MLF show was built specifically with television entertainment in mind. It features the country's top professional bass anglers arriving at a previously undisclosed destination to then compete in real-time competitions where each knows what the other is doing by being able to follow their catch results on iPads. With cameras in all boats, every MLF episode puts the TV audience in the boat with the pros.



Lew's pro Mark Davis eyes another catch. Davis, who has been fishing professionally for more than 30 years, is one of MLF's original 24 anglers.
(Click to enlarge/download)

"Whether you're a tournament angler or not, you can't help but feel the emotions of the anglers that MLF captures up close and personal," said Lew's President Gary Remensnyder. "Aside from seeing and learning how they're catching fish, it's also a good way to get to know each pro better, including some of our Lew's team. We're proud of our guys and proud of this MLF association."

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

Joining Lew's in the 2017 MLF sponsor lineup are Jack Link's, Bass Pro Shops, General Tire, Ferguson, Geico, Sqwincher, Yeti Coolers, Huk, WileyX Eyewear, Ram, Sig Sauer, 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 and SPRO.

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

About Major League Fishing

Developed through a joint effort between [Outdoor Channel](http://OutdoorChannel.com) 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](https://twitter.com), [Instagram](https://www.instagram.com) and on [Facebook](https://www.facebook.com).

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