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Major League Fishing competition boats are towed thousands of miles annually across the United States to different event lakes, making new 2018 MLF sponsor B&W Trailer Hitches a logical partner for the popular made-for-television bass fishing series. (Click to enlarge/download)

Major League Fishing and B&W Trailer Hitches connect for 2018 season

TULSA, Okla. (Oct. 19, 2017) - Major League Fishing announces the addition of B&W Trailer Hitches to its sponsor lineup for the 2018 season of the popular made-for-television series of bass fishing competitions.

The coupling of the two brands is a logical connection because both companies are known for product innovation that is especially appealing to anglers who fish from boats.

MLF incorporates a unique catch-and-release format where numbers of scorable bass caught can potentially be an even more important strategy than just targeting big fish. Also, all competitors keep track of each other's success via real-time updates via iPads, allowing the TV audience to witness anglers' emotions throughout the matches.

B&W revolutionized the gooseneck hitch industry when it invented its Turnoverball system nearly 30 years ago. More recently, its Tow and Stow hitch has become the ideal option for boat owners because it can be stowed underneath and out of the way without removal from the vehicle.

"A partnership with Major League Fishing is a great fit for us and we're excited to begin the 2018 relationship," said B&W Marketing Manager Beth Barlow. "Fishermen want the best equipment on their trucks and in their boats, and at our factory in Humboldt, Kansas, we strive to build the best quality trailer hitches on the market."



American Manufacturer B&W Trailer Hitches has a reputation for product quality and innovation, with its Tow and Stow hitch a popular choice among boat anglers because it's ready when needed but can be stowed underneath and out of the way when not being used. (Click to enlarge/download)

"It makes perfect sense to promote B&W Trailer Hitches in association with anglers who are also the best of the best. We make products that ensure fishermen get their boats to the water."

MLF General Manager Jim Wilburn agrees with Barlow's assessment.

"B&W's commitment to Made in USA and product innovation, and being located in our country's heartland of trucks and trailers are attributes that align exceptionally well with the MLF audience that is so passionate about pursuit of America's favorite freshwater species - bass," said Wilburn. "No tow vehicle and boat trailer are complete without a hitch, so we, too, are indeed pleased in this new-sponsor hook up with B&W Trailer Hitches."

According to Nielsen ratings, MLF was Outdoor Channel's top-rated television show in first and second quarters 2016 and 2017. The TV show now also airs on the World Fishing Network, CBS, CBS Sports Network and Discovery Channel.

The best-known names in professional bass fishing compete in MLF events, including Kevin VanDam, Tommy Biffle, Jacob Wheeler, Edwin Evers, Brent Chapman, Gary Klein, Boyd Duckett and more.

For more information on MLF and the show's format, rules, anglers and sponsors, visit www.majorleaguefishing.com.

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