

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



Iron Cross steps into Major League Fishing 2017

TULSA, Okla. (Oct. 20, 2016) - Iron Cross Automotive has entered into a sponsorship agreement with Major League Fishing (MLF) for involvement in the 2017 season of the popular made-for-television bass fishing competitions.



Iron Cross automotive accessories are popular among truck enthusiasts, including anglers. The company has recently signed as a sponsor of Major League Fishing for its 2017 television season.

The step into the fishing world is a relatively new venture for the American manufacturer of truck accessories, but Iron Cross founder Troy Bundy says the MLF affiliation makes perfect sense.

"Competitive bass anglers highly depend on their trucks to do what they do ... that's obvious when you walk through any boat ramp parking lot during a tournament," Bundy said. "We understand their level of passion for gear and performance because that mirrors our commitment to product excellence.

"We've had some experience in fishing since affiliating with pro Fred Roumbanis a couple of years ago and he introduced us to Major League Fishing. MLF reaches the Iron Cross customer and we're proud to be affiliated with such an exciting and high-energy program."



Pro angler Fred Roumbanis is affiliated with Iron Cross and introduced the company to Major League Fishing.

"Iron Cross is a top brand in their category and therefore aligns nicely with our other leading sponsors," said MLF General Manager Jim Wilburn. "There's no doubt our audience is a great fit for their aftermarket truck accessories."

Iron Cross was formed in 2003, but its founding expertise spans more than 30 years of automotive experience. The company takes great pride in matching high quality parts with state of the art technology, to make its 100 percent American made automotive accessories at its Tulsa, Okla., corporate headquarters. Iron Cross specializes in heavy-duty bumpers and innovative running boards, tube steps and other accessories.

"Iron Cross represents everything we believe MLF stands for," said MLF Commissioner Don Rucks. "Their products aren't just another truck part ... they have a cool and edgy look

to them, and leave no doubt as to their quality and being built to last. Iron Cross products turn heads every where we go and we're so pleased to have them among our mix of category-leading brands."

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



Major League Fishing is a made-for-television bass fishing competition in which anglers stay informed of their competition via real-time updates.

Joining Iron Cross 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, Lew's 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/mlf), [Instagram](https://www.instagram.com/mlf) and on [Facebook](https://www.facebook.com/mlf).

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

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Sent by robyn@dollahonpr.com