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SPRO inks deal with Major League Fishing

TULSA, Okla. (Oct. 27, 2016) - Major League Fishing (MLF) officials announce that premium tackle company SPRO is the newest addition to its lineup of sponsors for the 2017 season of the popular made-for-television fishing competitions.

In addition to having a variety of lures that suits MLF's unique "catch 'em and count 'em" format so well, SPRO also benefits from having three sponsored anglers who have qualified to go head-to-head with the country's top bass professionals.



SPRO angler Mike McClelland launches a lure during a competitive round as his MLF official reviews what the other competitors are doing via real-time updates tracked on an iPad. (Click to enlarge)

"SPRO is extremely excited to be a part of MLF," said Syd Rives, SPRO Corp. sales manager. "We have Dean Rojas and Mike McClelland competing at the CUP level, and Russ Lane in the Selects. Having them on board really helps promote SPRO products, some of which they designed."

Two pools of MLF professional anglers compete in separate levels. The MLF Cup group includes most of the original 24 founding anglers. MLF Selects is a newer group of another 24 pros.

"Watching Dean (Rojas) work his topwater magic with a SPRO frog makes for great television and adds to our show's already exciting format where lots of strikes and catches are the keys to an angler's success," explained MLF General Manager Jim Wilburn. "Major League Fishing entertains and educates viewers at the same time, showcasing exactly what each angler is thinking and doing in every match up. With their leading technology and innovative products, SPRO is a great addition to our sponsorship team."

The MLF format was designed to capture the elements of a professional sport more like football or baseball, instead of being just another fishing or outdoor show. Since the airing



Dawn's early light brings high hopes for SPRO angler Dean Rojas being interviewed prior to the start of another MLF competition.

of its first competition on Texas' Lake Amistad in 2012, MLF has produced more than 138 original television hours.



SPRO angler Russ Lane scores another one during MLF competition. Size helps, but so do the sheer numbers of "catches" in MLF's unique competitive format where weights are cumulative for catches throughout the fishing periods. (Click to enlarge)

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

Joining SPRO as 2017 MLF sponsors 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 Iron Cross.

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

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