

Tackle Reports

SteelShad Fishing Offers Dealers Free Starter Kit

SteelShad Fishing Co. is offering a free starter kit of 12 SteelShad fishing lures (more than \$80 retail value) to new independent dealers. New dealers can use the starter kit to begin selling SteelShad lures and getting them into the hands of their retail customers. Dealers may apply for a starter kit at www.steelshad.com/dealer-contact.

"We have a history of supporting our local independent dealers at

SteelShad," said Capt. Steve Niemoeller, vice president of SteelShad and full-time fishing guide. "We believe fishermen nationwide want to visit their local tackle store to pick up what's hot around their local lake, river, or fishery. We are proud to offer this expansion program for new dealers nationwide."

SteelShad Fishing Co. was launched in 2016 with its namesake fishing lure designed by anglers and guides.

Union Sportsmen's Alliance, RBFF Announce Partnership

The Recreational Boating & Fishing Foundation has partnered with the Union Sportsmen's Alliance, which will allow USA to leverage the Angler's Legacy brand and mission in the development and promotion of urban fishing events.



"For years, Angler's Legacy built off the knowledge of experienced anglers to pass the joys of fishing down to the next generation, and we're excited to see the brand being carried on in such a positive and much-needed direction," said RBFF president and CEO Frank Peterson. "Increasing fishing participation in urban areas is a challenge for our industry, so this new partnership with USA comes at a critical time for us. And it's great to be partnering with such a like-minded organization."

Through the partnership, RBFF will grant USA use of the Angler's Legacy brand in promoting urban fishing events, clothing, public relations, fundraising, and newsletters in the effort to bring fishing and boating experiences to new audiences. RBFF will also help USA with promotional materials, including high-quality fishing and boating images, and will assist with funding and support for USA's urban fishing events. USA will in turn

www.fishingtackleretailer.com

develop, promote, and conduct two pilot urban fishing events in 2018 and, upon their success, work to develop next steps to expand the program beyond these initial pilots.

"[In 2017] the USA expanded its reach into local communities and urban areas to create access and new outdoor opportunities, like fishing, to groups that might not otherwise get to enjoy those experiences," said USA CEO and executive director Scott Vance. "This partnership with RBFF and access to the Angler's Legacy brand and their Take Me Fishing campaign materials will enable us to further develop our fishing events and community outreach as we connect America's conservation movement and America's labor movement in unprecedented ways."

With the focus on urban areas, the partnership fits RBFF's focus on emerging audiences, including youth, Hispanics, and females. These market segments are growing in importance and also trending upward in fishing participation, thanks in part to RBFF's targeted outreach efforts. In 2016, youth participation rose by nearly three percent to 11 million, and Hispanic participation saw an 11 percent increase to 3.8 million, according to RBFF and the Outdoor Foundation's Special Report on Fishing.

Details on upcoming events will be shared later in 2018.



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