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PRESS RELEASE
For Immediate Release

Strike King Kicks Off Virtual Tournament April 24th

Lexington, S.C. – April 13, 2021 – Strike King announced this week they will host a no-charge virtual bass tournament for high school and collegiate fishing teams throughout the United States. In collaboration with Lew's, Strike King is giving teams around the country the opportunity to win prizes to freshen up their tackle selection, while competing against other schools in an environment where many schools are not allowing bass clubs to travel for in-person competition.

In 2020, Strike King and Lew's saw involvement exceed expectations with their first ever high school fishing virtual tournament during the months of April, May and June. This provided an outlet for safe competition as a number of schools began to suspend in-person sporting events. Strike King and Lew's have once again partnered for a second virtual tournament season, with the addition of collegiate teams in the competition. Saturday, April 24th will mark the beginning of a one-week kickoff event.

Strike King Virtual Tournament Director Tony Mehrl said, "The team at Lew's and Strike King is motivated to give young anglers another exciting opportunity to get on the water and compete. We were encouraged by the participation in the 2020 virtual tournament season; it was a bright spot in the middle of a challenging school year. We fully expect an even greater number of anglers and stronger competition in 2021."

Anglers will have the opportunity to fish over the course of one week (April 24th – April 30th) for the ten largest black bass (measured in inches) they catch as a team. Competition will be split between high school and college divisions, as well as by region (North/South/West). The top three teams of each regional high school and collegiate division will be awarded prizes for their efforts, with Lew's/Strike King gift cards valued at \$300 for 1st place, \$200 for 2nd place and \$100 for 3rd place in each of the six divisions.

The event will take place via the Fishing Chaos mobile app, which is a state-of-the-art virtual tournament application that has taken the industry by storm within the past few years. Each angler must register for the event on or after April 12th.

Registration Process:

- All Anglers must register for the event within the Fishing Chaos app and select the proper region they plan to fish.
- Each team must name a team captain, who will select a captain ticket and provide the team name.
- Each angler who is not a captain will need to select their region during registration and select the angler ticket that is for their region and division.
- Once anglers are registered, the team captain for each team will go to his/her tournament dashboard and add anglers to the team. Each angler invited to be on the team will receive an invitation email which they then need to accept.

Learn more about the Fishing Chaos platform at <https://fishingchaos.com/>.

About Rather Outdoors

Rather Outdoors is a global outdoors corporation uniting some of the most recognizable brands in the fishing space. With historic and iconic brands such as Lew's, Strike King, Fox, Matrix, Salmo and Fox Rage, Rather Outdoors provides a wide assortment of fishing products worldwide in an effort to enhance angler's success and the enjoyment of outdoor pursuits. To learn more about the Rather Outdoors brands, visit www.ratheroutdoors.com.