B.A.S.S and Brunswick Corp. announce multi-year sponsorship agreement which includes Mercury Marine and Lowrance

BIRMINGHAM, Ala. , Dec. 221, 2023— B.A.S.S. announce a multi-year sponsorship with Brunswick brands Mercury Marine and Lowrance. Mercury Marine is excited to continue their long-standing relationship with B.A.S.S., which is nearing the quarter-century mark, while Lowrance is joining in an expanded partnership.

"We are thrilled to continue our storied partnership with Mercury," said Chase Anderson, CEO of B.A.S.S. "Our combined focus to grow the sport we love and share the passion of bass fishing ensures a very bright future for generations to come. Their support reaches from our grass-roots anglers to the biggest stage in bass fishing, the Bassmaster Classic. Together, Mercury and B.A.S.S. will bring fans, participants and competitors world-class events at all levels."

There's nothing like a fishing adventure. ***(Photo by Gary Tramontina/B.A.S.S.)***

Mercury Marine will be a premier sponsor of B.A.S.S. and will also become the title sponsor of the 2024 B.A.S.S. Nation Qualifier Series, which focuses on America's grass-roots anglers.

"We are delighted to renew our premier-level support of B.A.S.S. — a partnership that promotes our mutual values and our shared love of competitive bass fishing," said Jamie Evans, Mercury Marine vice president of marketing. "We are also excited to be the title sponsor for the 2024 B.A.S.S. Nation Series. Mercury and B.A.S.S. continue to work together to advance the causes of conservation, youth development and expanded opportunities for recreation and competition on the water."

Mercury Marine's title sponsorship of the B.A.S.S. Nation highlights the exciting changes in the series for 2024. This year, individual and club members will be able to enter national qualifier events, with the Top 20 finishers advancing to the Mercury B.A.S.S. Nation Championship and a shot at a berth in the world championship of bass fishing, the Bassmaster Classic.

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Lowrance will not only become the supporting sponsor of the Bassmaster Elite Series and the St. Croix Bassmaster Opens, but it will also serve as presenting sponsor for the Mercury B.A.S.S. Nation Qualifier Series and hold the title sponsorship of the upcoming Harris Chain Elite event to be held April 11-14 in Leesburg, Fla.

"Lowrance is pleased to be partnering once again with B.A.S.S. in 2024 and 2025," said Simon Conder, Lowrance brand marketing director. "We are looking forward to being more involved and playing a bigger part in these successful tournaments, including being the title sponsor of the Harris Chain Elite event and the presenting sponsor for B.A.S.S. Nation, as well as supporting sponsor for the Elite Series and Bassmaster Opens tournaments. A large number of competitors already use Lowrance, and it is particularly important for us to be supporting them, as well as informing and educating supporters and the wider angler community about our range of electronics and how they can help users become better anglers and, of course, catch more fish."

"We are thrilled Lowrance is joining B.A.S.S. as a supporting sponsor," added Anderson. "The relationship between our brands goes back decades and our histories, from the foundation of the sport to recent technological innovations, are in lockstep. Both Lowrance and B.A.S.S. focus on educating and supporting anglers in the pursuit of success. Our combined passion will focus on not only giving fans amazing events to watch, but also enhancing the moments anglers will spend on the water."

For more information about B.A.S.S., visit Bassmaster.com.

About Mercury Marine

Headquartered in Fond du Lac, Wisconsin, Mercury Marine is the world's leading manufacturer of recreational marine propulsion engines. A division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications. Mercury empowers boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. The company's industry-leading brand portfolio includes Mercury outboard engines, Mercury MerCruiser sterndrive and inboard packages, Mercury propellers, Mercury inflatable boats, Mercury SmartCraft electronics, Land 'N' Sea marine parts distribution and Mercury and Quicksilver parts and oils. More information is available at MercuryMarine.com.

About Lowrance

Lowrance is part of Navico Group, a division of Brunswick Corporation (NYSE: BC), and has been a leader in marine electronics and sonar technology since first inventing the original consumer fishfinder in 1957. It features a brand portfolio that is dedicated to helping anglers find and catch more fish, including the industry-leading HDS PRO, Elite FS, HOOK Reveal Chartplotters & Fishfinders, ActiveTarget 2 and Active Imaging HD Sonars and Lowrance Ghost Trolling Motors. Lowrance is distributed in more than 100 countries worldwide. More information is available at Lowrance.com.

About B.A.S.S.

B.A.S.S., which encompasses the Bassmaster tournament leagues, events and media platforms, is the worldwide authority on bass fishing and keeper of the culture of the sport, providing cutting-edge content on bass fishing whenever, wherever and however bass fishing fans want to use it. Headquartered in Birmingham, Ala., the 500,000-member organization's fully integrated media platforms include the industry's leading magazines (Bassmaster and B.A.S.S. Times), website (Bassmaster.com), TV show, radio show, social media programs and events. For more than 50 years, B.A.S.S. has been dedicated to access, conservation and youth fishing.

The Bassmaster Tournament Trail includes the most prestigious events at each level of competition, including the Bassmaster Elite Series, St. Croix Bassmaster Opens Series, Mercury B.A.S.S. Nation Qualifier Series, Strike King Bassmaster College Series presented by Bass Pro Shops, Strike King Bassmaster High School Series, Bass Pro Shops Bassmaster Team Championship, Yamaha Rightwaters Bassmaster Kayak Series scored by TourneyX, Yamaha Bassmaster Redfish Cup Championship presented by Skeeter and the ultimate celebration of competitive fishing, the Bassmaster Classic.

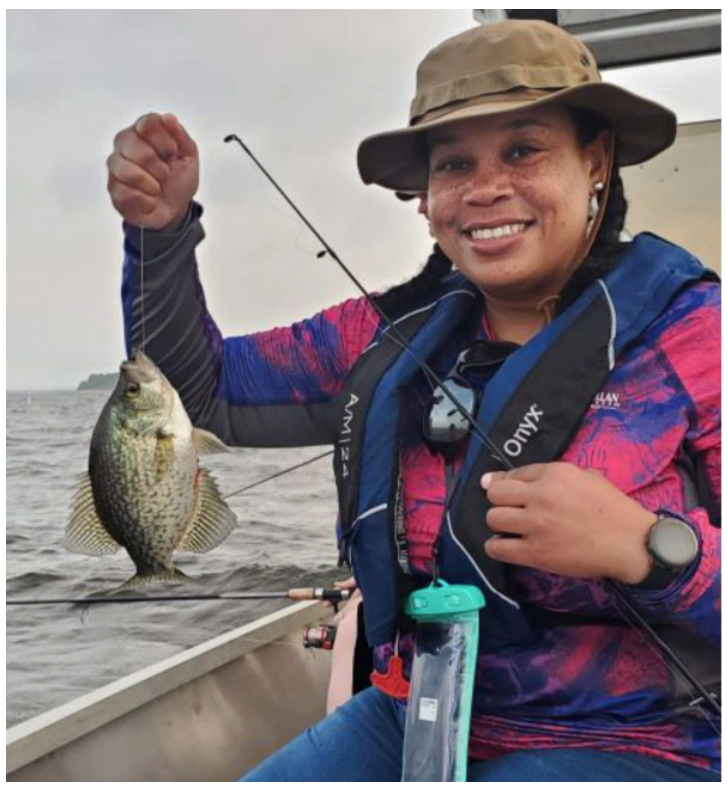
Connect with #Bassmaster on Facebook, Instagram, Twitter and TikTok.

Louisiana Department of Wildlife and Fisheries to offer Women's Fishing 101 workshops in January

From Water World Wire.com

The Louisiana Department of Wildlife and Fisheries (LDWF) and the Louisiana Wildlife and Fisheries Foundation (LAWFF) are teaming up to present two Women's Fishing 101 Workshops this winter. The workshops are open to women over the age of 18 who are looking to become knowledgeable and confident anglers.

The workshops cover a variety of skills to help make fishing more enjoyable. LDWF biologists and aquatic volunteer instructors will train 15 women per event in fish identification, best fish handling practices, preparing fishing equipment, basic fishing skills, as well as cleaning, storing, and cooking fish. Participants will be randomly selected from the Fall 2023 and Winter 2024 workshops and get the chance to apply their skills on an overnight weekend fishing trip under the direction of LDWF biologists and volunteer instructors during May and August 2024.



Winter Workshop Dates:

•Saturday, January 27, 2024 – LDWF Waddill Wildlife Refuge, Baton Rouge

•Sunday, January 28, 2024 – LDWF Waddill Wildlife Refuge, Baton Rouge

Visit www.wlf.la.gov to apply until Sunday, December 31st. Please remember that each Women's Fishing Workshop will be limited to 15 participants per date. Participants must be first-time attendees and may only attend one workshop. Selected registrants will be notified via email prior to each workshop. Applications will not be reviewed until after the application period has closed.

The Foundation was formed to help expand and support LDWF education and research programs with additional resources developed through its own facilities. Encouraging support for LDWF programs is the major focus of the Foundation, accomplished by connecting people and businesses with Louisiana's natural resources.

While not required to register, participants must possess a valid Louisiana fishing license to participate in the workshop. To purchase a fishing license, visit https://louisianaoutdoors.com/.

The Women's Fishing Workshops are hosted in conjunction with the Louisiana Wildlife and Fisheries Foundation (LAWFF). The Foundation was formed to help expand and support LDWF education and research programs with additional resources developed through its own facilities. Encouraging support for LDWF programs is the major focus of the Foundation, accomplished by connecting people and businesses with Louisiana's natural resources.

For more information, visit www.lawff.org.

Women's Fishing 101 Workshops are funded by the Sport Fish Restoration Fund, a USFWS grant program that provides grant funds to the states, the District of Columbia and insular areas fish and wildlife agencies for fishery projects, boating access and aquatic education.

The Louisiana Department of Wildlife and Fisheries is charged with managing and protecting Louisiana's abundant natural resources. Help the department to protect your hunting and fishing heritage while preserving habitat, wildlife, and aquatic resources by purchasing your license at www.wlf.la.gov. To receive email or text alerts, visit www.lawff.org

First day hikes in Tennessee align with New Year's resolutions

NASHVILLE – Tennesseans can launch their New Year's resolutions for healthy lifestyles with one of the free guided hikes on New Year's Day at Tennessee State Parks throughout the state.

There are hikes available for all ages and abilities. More than 40 parks are participating, and all the hikes are led by Tennessee State Parks rangers.

Details about the hikes at specific state parks can be found at tnstateparks.com

Among the hikes are a strenuous 10-mile excursion at Fall Creek Falls State Park; a trip along the Peg Leg Mine trail followed by a cup of hot cocoa at Roan Mountain State Park; a two-mile round trip on flat terrain at Meeman-Shelby Forest State Park; and a moderately difficult 1.5-mile trail at Panther Creek State Park. The 57 Tennessee State Parks have more than 1,000 miles of trails.

Hikers are encouraged to wear appropriate hiking boots, layered clothing, and consider taking hiking sticks. Hikers should also consider making overnight stays at parks with lodges, campsites and cabins. While everyone is encouraged to participate in the First Day Hikes, visitors are reminded that the parks are open 365 days a year.

The First Day Hikes are part of America's State Parks First Day Hikes initiative in all 50 states.

Happy New Year! Have a Safe 2024!

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