



*South Bend— A Big Game International brand*

**South Bend Sporting Goods**

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**FOR IMMEDIATE RELEASE**

**“South Bend’s Lunkerville” Teams Up With Heroes On The Water For Season 12 Premiere**

Northbrook, IL – January 4, 2016 - South Bend®, one of America’s favorite fishing-tackle brands since 1906, will premiere the tenth season of its internationally syndicated television show, South Bend’s Lunkerville, on Thursday, January 7, 2016 at 3:30pm (EST) on NBC Sports Network.

In the season premiere episode, host Mike D hits the water with war veteran Ollie Hughes from Heroes On the Water (HOW), a non-profit organization dedicated to helping military veterans relax, rehabilitate, and reintegrate through kayak fishing. Viewers will ride along as Hughes shares his passion for fishing, kayaking, and the Heroes on the Water organization, which brought the two together to transform his life when he returned home from the war in Afghanistan and faced a challenging recovery process from injuries sustained in the battlefield.



The South Bend brand is particularly excited to be partnering with Hughes and Heroes on the Water for the premiere episode as they directly align with the brand’s core message: that fishing is an experience unlike any other, in that it combines exciting sport with a tranquil natural setting, and provides the backdrop for lifelong memories with friends and family. It’s just this kind of experience that has proven to be so useful as part of a treatment regime that helps veterans and their families reconnect and transition to healthier lives.

“Fishing is an amazing experience for anyone,” said Scott Griffith, Vice President of Marketing for South Bend. “It combines a beautiful outdoor experience with an exciting sporting activity, and this

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combination has proven to be pretty magical. Think about how many people have created cherished memories through the simple act of fishing. That's what we strive to support every day at South Bend. And this same combination of a really positive physical and emotional experience is why kayak fishing works so well for veterans. HOW has proven this—they've been able to achieve a 78% decrease in overall stress levels in their veterans, as well as very significant reduction in other combat-related symptoms like avoidance behavior and hyper-vigilance. It's truly amazing what HOW has done for our warriors and their families, and this really comes through on the "South Bend's Lunkerville" episode as Ollie tells his story and goes fishing with Mike D."

The season 12 premiere episode of "South Bend's Lunkerville" will also broadcast on World Fishing Network on Monday, January 11 at 9pm (EST). Check local listings for additional show times, as well as information on the ever-expanding list of broadcast partners and regional affiliate stations including Comcast Sports networks, Time Warner Sports channels and PBS stations.

#### **About "South Bend's Lunkerville":**

When Indie film director Michael de Avila hooked his passion for story telling onto his love of fishing, he spawned an award-winning reality television show, "Lunkerville". While other fishing shows rely on fast-paced competition and expert hosts, 'Mike D' casts his line at everyday, recreational anglers, traveling to their secret spots, sharing their special techniques and making them the expert stars of the day. Shot with a filmmaker's eye and touch, every episode is treated as a short documentary film. In 2009, the series received a CINE Golden Eagle for documentary filmmaking; one of the most coveted awards in television. In 2012, "Lunkerville" signed a multiyear agreement with its first title sponsor, the heritage fishing brand South Bend®, a leader in affordable fishing tackle that shares Mike D's commitment to promoting fishing as fun and accessible for everyone. The series, now in its 12th year of broadcast, first aired on The Sportsman Channel, where it won three consecutive years of viewer-voted awards for Favorite Fishing Show, and Favorite Fishing Show Host. Today, "South Bend's Lunkerville" reaches over 150+ million households, broadcast on WFN in Canada and the United States; on the NBC Sports Network throughout the United States; on Comcast SportsNet Chicago, Philadelphia and California, and Time Warner Sports North Carolina, South Carolina and Texas, as well as on select PBS stations. "South Bend's Lunkerville" is a production of Rockville Pictures Inc. For more information about South Bend's Lunkerville, please visit [www.lunkerville.com](http://www.lunkerville.com).

#### **About South Bend®:**

South Bend, a Big Game International brand, has devoted more than a hundred years to creating products that let families and fishing enthusiasts experience the joy of fishing, at prices they can afford. Since 1906, South Bend has been a leader in the industry and is best known for offering quality products

at an exceptional value to make fishing easy and fun for today's active families and anglers of all ages and skill levels. All South Bend products are designed to reflect the singular heritage summed up by the

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brand's slogan: Quality Tackle Since 1906. Today, South Bend continues to offer a comprehensive line of fishing equipment and accessories that anglers and their families can trust and enjoy for many years. In 2012, South Bend entered into a multiyear partnership with "Lunkerville", the award-winning television series that embodies the simple fun of fishing; a show where the featured guest is the expert — not the host. Since then, the South Bend brand and "South Bend's Lunkerville" have shared a mission to get more people involved in fishing by demonstrating how easy, fun and affordable fishing really is. For more information about South Bend, please visit [www.south-bend.com](http://www.south-bend.com).

**About Heroes on the Water:**

Heroes on the Water is 501(c)3 non-profit, founded in 2007 to fulfill a need to provide veterans and active-duty military and their families a way to reconnect and refuel. Our mission is to help warriors relax, rehabilitate and reintegrate through kayak fishing and the outdoors. To learn more, please visit [www.heroesonthewater.org](http://www.heroesonthewater.org).

**About Big Game International:**

Big Game International is a leading manufacturer and designer of products that encompass all sporting goods categories. Expertise in sourcing, product development, packaging, cosmetics and marketing allow Big Game International to deliver high quality, competitively priced products and programs to our partners and customers. For more information about Big Game International, please visit [www.biggameintl.com](http://www.biggameintl.com).

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