



# ***News Release***

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***FOR IMMEDIATE RELEASE***

## **FLW, TBF Extend Strategic Partnership**

**FOR IMMEDIATE RELEASE: BENTON, Ky. (Dec. 5, 2020)** – Fishing League Worldwide (FLW) and The Bass Federation (TBF) announced today a new strategic partnership. This agreement extends bass fishing’s longest-running alliance between two pioneering organizations in service to grassroots anglers from coast to coast and around the world. Terms were not disclosed.

The partnership between FLW and TBF, two independent companies, continues to afford opportunities for co-membership and FLW tournament bids to TBF anglers in this agreement. The top boater and co-angler from each of seven divisions at the TBF National Championship will advance to FLW’s Phoenix Bass Fishing League All-American. Additionally, TBF introduces a revamped and expanded “Living the Dream” prize package for anglers in 2020 and beyond. Preston Craig, the 2019 TBF National Champion from Philadelphia, Tenn., will be the first “Living the Dream” angler to benefit from the new partnership with his entry fees paid for the 2020 FLW Pro Circuit.

“We are proud to continue our longstanding relationship with FLW to provide grassroots fishing opportunities for our adult and student anglers alike,” said Robert Cartlidge, TBF President. “We value of the tradition of TBF and FLW working together. This relationship allows TBF the flexibility to do more for our members.”

FLW and TBF will continue to co-manage the nation’s largest High School Fishing program that includes 66 tournaments and a host of sanctioned trails serving more than 20,000 students across the United States. Participation in FLW and TBF High School Fishing tournaments is free to all Student Angler Federation (SAF) members, as SAF membership includes both TBF and FLW membership.

“We are thrilled to announce our continued partnership with TBF,” said Kathy Fennel, FLW Executive Vice President and General Manager. “Since 2006 we’ve worked more closely than any two organizations in the history of our sport, and we intend to strengthen that relationship under our new ownership for the benefit of all the anglers we serve.”

Preston Craig’s “Living the Dream” prize package, continues to include fully paid FLW Pro Circuit entry fees, use of a tow vehicle and boat, and travel stipends for many events. Previous winners include MLF pro Mark Daniels, Jr.

“Living the Dream kicked off my career,” Daniels said. “It literally changed my life. I always dreamed of an opportunity to fish for a living, and TBF was the saving grace that granted me that chance.”

Daniels won the 2013 TBF National Championship, which led to him fishing the 2014 FLW Tour. He fished the FLW Tour in 2014, 2015 and 2016. Daniels finished 28<sup>th</sup> in the 2019 inaugural Bass Pro Tour and has won more than three-quarters of a million dollars fishing professionally. Daniels will continue as a competitor on the 2020 MLF Bass Pro Tour.

“MLF fully supports the continuation of the long relationship between TBF and FLW,” said Don Rucks, MLF Executive Vice President and General Manager. “TBF competitors now have a dream path that leads all the way to the no-entry-fee Bass Pro Tour.”

“The proof of the partnership is in the things we have accomplished together,” said Cartlidge. “When TBF founded the national High School Fishing Program, FLW was our first partner and together we have invested to grow it into something neither organization could have accomplished alone, which will underpin our sport for decades to come.”

TBF members will continue to receive priority entry into FLW tournaments and will receive a subscription to the FLW Bass Fishing magazine.

### **About FLW**

FLW is the world’s largest tournament-fishing organization, providing anglers of all skill levels the opportunity to compete for millions in prize money across five tournament circuits. Headquartered in Benton, Kentucky, FLW and its partners conduct more than 290 bass-fishing tournaments annually around the world, including the United States, Canada, China, Italy, South Korea, Mexico, Namibia, Portugal, South Africa, Spain, and Zimbabwe.

FLW tournament fishing can be seen on the Emmy-nominated “FLW” television show while FLW Bass Fishing magazine delivers cutting-edge tips from top pros. Acquired by Major League Fishing in late 2019, FLW programming expands in 2020 to the Outdoor Channel and the Sportsman Channel as well as on-demand at MyOutdoorTV (MOTV).

For more information visit [FLWFishing.com](http://FLWFishing.com) and follow FLW at [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

### **About TBF**

The Bass Federation Inc. (TBF) is the nation’s largest and oldest organized grassroots fishing, youth and conservation organization and a member of the Freshwater Fishing Hall of Fame. TBF is owned by those it serves and dedicated to the sport of fishing. TBF-affiliated state federations and member clubs conduct more than 20,000 events each year and have provided a foundation for the entire bass fishing industry for nearly 50 years. Visit [bassfederation.com](http://bassfederation.com) or [highschoolfishing.org](http://highschoolfishing.org) for more information.

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