



## WILEY X® HIGHLIGHTING NEW PRODUCTS, FISHING PROS, ON WATER DEMOS AND MORE DURING 2017 ICAST SHOW

### Special 30<sup>th</sup> Anniversary “Happy Hour” Events Planned, Offering Meet and Greets With 2016 Bassmaster Classic Champion Edwin Evers and TV Host Mark Davis

To help celebrate its 30<sup>th</sup> Anniversary, Wiley X® will be pulling out all the stops during the upcoming 2017 ICAST show, July 11-14 in Orlando, Florida. Of course, this American eyewear innovator will have a full range of new fishing sunglasses highlighted in its exhibit (**#1021**), as well as in the New Product Showcase, for members of the press and the fishing industry to see. This year’s show, however, will offer attendees several other opportunities to learn about and experience the Wiley X edge while meeting some of fishing’s top celebrities.

For the first time, Wiley X will participate in the ICAST *On The Water* product demonstration event taking place Tuesday, July 11 from 10 a.m. to 2 p.m. This outdoor activity — relocated to the water area at the convention center’s North/South Concourse for greater convenience — provides attendees with the chance to try out a wide range of fishing products in their intended environment. Wiley X will be on hand at **booth# 20** to demonstrate how different Wiley X frame/lens combinations provide battlefield-proven vision protection while helping anglers spot structure and fish in various conditions.

During the first two days of the show, Wiley X is inviting attendees to special “Happy Hour” events to help the company celebrate its 30<sup>th</sup> Anniversary. With so much for Wiley X to be happy about in 2017, these events will actually run for three hours — from **3—6 p.m. Wednesday July 12** and **Thursday July 13** — and provide the opportunity to mingle with industry friends, see all of Wiley X’s latest innovations and enjoy a cold beer served in a collectible stainless steel commemorative cup proudly bearing Wiley X’s 30<sup>th</sup> Anniversary logo. These events will also feature very special guests in the Wiley X booth on hand to meet and chat with industry visitors. Wednesday’s party will feature **2016 Bassmaster Classic champion Edwin Evers**, on hand to discuss his winning strategies and the excitement of his 2017 campaign. On Thursday, Wiley X will be joined by **Mark Davis, host of Outdoor Channel’s top-rated fishing television show *Big Water Adventures***.

These Wiley X pros present a great photo opportunity — which ties in with another popular promotion Wiley X is bringing back for ICAST 2017. Visitors to the booth who take a selfie photo, post it on social media and show it to a Wiley X representative during the show will be entered into a drawing for a new pair of Wiley X shades.

Wiley X sunglasses provide top anglers like Evers and Davis with sharp, undistracted vision and the glare-cutting polarized performance to read the water effectively, whether sight fishing for bass under docks or scanning offshore weedlines for signs of bait and gamefish. Superior “fishing vision” is just part of the story, however. For 30 years, the Wiley X name has stood for protection that goes far beyond the harmful rays of the sun. The same Wiley X shades worn by professional anglers and top NASCAR drivers provide everyday anglers with state-of-the-art protection against flying lures, low-hanging limbs, airborne debris and other dangers encountered on the water. Every adult Wiley X model meets stringent ANSI-Z87.1 High Velocity and High Mass Impact Safety standards, for OSHA-grade protection in the Great Outdoors, not to mention being EN.166 Certified for European safety standards. Wiley X is the only premium sunglass brand with this level of protection across its entire adult product line.

Almost all Wiley X sunglasses are also Rx-ready using the company’s advanced DIGIFORCE™ prescription lens technology, for superior prescription accuracy and clear vision over the widest possible field of view. This makes Wiley X sunglasses the ideal, no compromise solution for hard-working anglers who need advanced vision protection with the best protection on the water.

Show attendees are encouraged to visit the On Water Demo area and the Wiley X booth during ICAST to see all the new products, meet these top fishing pros and participate in al the fun activities. Or learn more by contacting Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842. [www.wileyx.com](http://www.wileyx.com).

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