

# NEWS RELEASE



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## TOP FISHING PROS AND FUN PROMOTION HIGHLIGHT WILEY X® PRESENCE AT ICAST 2015

### Fishing Celebrity Meet and Greet Sessions, Social Media Promo and New-for-2015 Sunglasses Sure to Be Crowd Pleasers During World's Biggest Fishing Tackle Trade Show July 15-17

Wiley X® Eyewear has always had a strong connection with fishermen and the fishing industry across the country, a bond that will surely be strengthened during the upcoming ICAST show, July 15-17, 2015 in Orlando, Florida.

During the first two days of the world's biggest fishing tackle trade show, top professional anglers and fishing celebrities will be on hand in the Wiley X exhibit (**Booth # 923**) to greet visitors, pose for photographs, sign autographs and chat about fishing with anyone who drops by.

On Wednesday, July 15, top Bassmaster Elite Series professional **Edwin Evers** will be at the booth from 10 a.m. to 11 a.m. A little later in the day, Bassmaster Elite Series angler **Scott Ashmore** will be available in the Wiley X booth from 1 p.m. to 2 p.m. Both of these bass fishing experts enjoy sharing their knowledge and expertise with fellow fishermen from around the world. And from 3 p.m. to 4 p.m., **Capt. Jimmy Nelson**, host and producer of the *Extreme Fishing Adventures* television show, will be in the stand to meet visitors and share some of his greatest fishing adventures from around the globe.

On Thursday, July 16 from 10 a.m. to 11 a.m., perennial Bassmaster Elite Series fan favorite **Stephen Browning** will be ready to chat with industry representatives and fishing enthusiasts alike. From 11 a.m. to Noon, **Mark Davis**, host of the popular *Big Water Adventures* television program, will be on hand to swap fish stories with everyone who comes by.

Wiley X is also bringing back its popular ICAST social media promotion, but with a new twist. Fans will be encouraged to take selfie photos with their favorite Wiley X fishing pros and post to social media tagging Wiley X. Everybody who does this will receive a free, newly released Wiley X visor (while supplies last).

The true stars of the show, of course, will be Wiley X's full line of state-of-the-art polarized eyewear, including dozens of new models for 2015. Wiley X shades provide tournament pros and weekend warriors alike with the sharp, distraction-free vision and superior contrast to see and catch more fish in lakes, rivers, bays or offshore. Even more importantly, all Wiley X sunglasses meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, as well as EN-166 standards, providing OSHA grade protection against a wide range of dangers encountered on the water. This combination of performance and protection is a key reason why so many top fishermen around the world rely on Wiley X when they take to the water for work or play. In addition, the majority of Wiley X styles are Rx-ready. With the company's advanced DIGIFORCE prescription lens technology, it's easy for anglers to find the perfect, no compromise solution that combines "fishing vision" with superior protection.

To learn more about Wiley X's activities and products to be highlighted at the 2015 ICAST show, visit [www.wileyx.com](http://www.wileyx.com).



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