



## **WILEY X® ANNOUNCES SPONSORSHIP OF BASS ELITE ANGLER EDWIN EVERS AS HE PREPARES TO DEFEND BASSMASTER CLASSIC CHAMPIONSHIP CROWN**

### **Wiley X Eyewear Will Play Important Role as Evers Shoots For Rare Back-to-Back Classic Wins**

American eyewear innovator Wiley X®, Inc. has announced its continuing relationship with 2016 GEICO Bassmaster Classic Champion and long-time Wiley X brand ambassador Edwin Evers.

The announcement comes as Evers prepares to defend his championship crown at the 2017 GEICO Bassmaster Classic, scheduled for March 24-27 on 21,000-acre Lake Conroe, near Houston, Texas. When he gets there, the Oklahoma native will be facing off against 51 top bass anglers from across the country and around the world, all eager to unseat Evers and claim the title of world's best bass fisherman for themselves.

Evers will have his work cut out for him, as back-to-back champions have only been crowned twice in the Classic's long history, in 1976-77 and 2010-11. Still, with Evers' long track record of consistent performances and the visual acuity and confidence provided by Wiley X sunglasses, he has a fighting chance to successfully defend his championship crown.

"It was a thrill for the Wiley X family to root Edwin on as he won the 2016 Classic — especially the way he charged to the lead on the final day with a limit of more than 29 pounds," said Wiley X Co-Owner Myles, Freeman, Jr. "We took great pride in the fact that our sunglasses played a role in his success by helping him spot fish-holding structure far ahead of the boat and figure out a pattern to target and catch these spooky fish," added Freeman.

"The right sunglasses are one of the most important tools a fisherman can have," said Evers. "From seeing fish to spotting underwater objects, you have to be able to see what's in the water. Then to top it off, Wiley X protects my eyes from any and all flying objects. From going 70 mph across the lake to a lure flying back through the air, Wiley X will always protect my eyes," Evers added.

However the conditions and fish may challenge competitors on Lake Conroe during this year's Classic, Evers will be able to count on superior vision provided by his polarized Wiley X sunglasses. He will also be able to fish with the confidence that comes with Wiley X's Absolute Premium Protection. All adult Wiley X styles meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection against the many dangers found on the water.

Wiley X is the only premium sunglass brand with this level of protection across its entire adult product line — a key reason the company is a leading provider of protective eyewear to the U.S. military, law enforcement and other tactical users.

The majority of Wiley X sunglass models are also Rx-ready using the company's advanced DIGIFORCE™ prescription lens technology. Engineered to deliver superior prescription accuracy and clear vision over the widest possible field of view, prescription Wiley X sunglasses deliver a high-performance, no-compromise solution for anglers who need corrective lenses.

To follow the angling adventures of Evers as he battles for the 2017 Classic Championship and beyond — or just learn more about the company's sunglasses providing Absolute Premium Protection for fresh and saltwater anglers — visit [www.wileyx.com](http://www.wileyx.com). Or contact Wiley X at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842.

**Editor's Note: For hi-res images and releases, please visit our online Press Room at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com).**

