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## BOOYAH, YUM Partner With Alabama Bass Trail

Fort Smith, Ark. -- The BOOYAH Bait Company and YUM announced today that the two fishing lure companies have become presenting sponsors of the new Alabama Bass Trail Tournament Series, set to launch in 2014.

BOOYAH Bait Company has manufactured tournament-winning jigs, spinnerbaits and hollow body frogs since it burst onto the bass fishing scene in 2004, and even has a coveted Bassmaster Classic win to its credit. YUM is well known for creating soft plastic baits infused with scent scientifically proven to evoke a feeding response in fish. That almost unfair advantage extends to YUM's line of castable umbrella rigs, including the YUMbrella and the tournament-winning Flash Mob Jr.

The Alabama Bass Trail Tournament Series gets underway Feb. 1, 2014. The 10-lake team-style tournament series will be held on the lakes of the Alabama Bass Trail lakes: Gunterville, Wheeler, Pickwick, Lewis Smith, Neely Henry, Logan Martin, Lay, Jordan, Alabama River, Eufaula and Mobile-Tensaw River Delta. As part of the agreement, the Alabama Bass Trail will feature BOOYAH Bait Company and YUM on all tournament related advertising, website, and collateral materials.

"BOOYAH and YUM are proud to partner with Alabama Bass Trail Tournament Series," said Marketing Manager Melinda Hays. "Alabama features some of the best bass fishing in the world, from working a hollow-body frog across the mats at Gunterville to catching Coosa River spots, and we're delighted to join forces and ensure anglers continue to make memories of a lifetime."

Since 2004, both YUM and BOOYAH have utilized extensive research and constant testing to manufacture the most-effective bass fishing lures in the industry. Based in Fort Smith, Ark., the companies offer a full line of spinnerbaits, jigs, soft plastics, hollow-body frogs, castable umbrella rigs and much more. Anglers can find BOOYAH and YUM products at major retailers such as Academy Sports, Walmart, Dick's Sporting Goods, Bass Pro Shops, Cabelas, Gander Mountain and everywhere big bass swim. For more information, visit [www.surenets.com](http://www.surenets.com).

*BOYAH Bait Company and YEM Soft Plastics are part of the PRADCO Outdoor Brands family of outdoor brands. PRADCO Outdoor Brands is a subsidiary of EBSCO Industries of Birmingham, Ala., a global corporation with divisions and subsidiaries in 23 countries. Founded in 1944 by the late Elton B. Stephens, EBSCO has grown and diversified into more than 40 businesses. EBSCO's manufacturing operations include hunting, fishing and game management products; commercial printing; point-of-purchase displays, loose-leaf binders and packaging products; and indoor and outdoor signage. For a complete listing of EBSCO's products and services, please visit [www.ebscoind.com](http://www.ebscoind.com).*

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