



If fish could ask for it... they would!

Date: October 24th, 2012

Media Contact: ReelBait® Tackle Company

For Immediate Release.

“REELBAIT® TACKLE COMPANY”, Seward, Nebraska USA announces they have acquired the promotional services and angling expertise of “BIG” JIM McLaughlin of Lyn, Ontario, Canada to promote and expand the “REELBAIT®” product line across North America.



“BIG” JIM, as he is affectionately known, has been a part of the Canadian Sportfishing Industry for over 25 years. Jim is a two time Canadian Pro-Bass National Classic Champion and a recent INDUCTEE to the CANADIAN ANGLER HALL OF FAME, ANGLER DIVISION. He is also the Publisher of “*JUST FISHING Magazine*”, Canada’s largest FREE fishing publication.

“BIG” JIM says:

“It is an honor to be associated with this truly innovative line of quality lures that REELBAIT® TACKLE COMPANY provides. Their tackle has brought a whole new enthusiasm to my fishing this past year. It is only after extensive use of their tackle, often with breath taking results, that I accept the invitation to join the “REELBAIT® TEAM”.”

“REELBAIT® products are not just about catching tons of Walleye. Lake Trout, Whitefish, Smallmouth, Largemouth and the biggest Saugers I have ever boated are all on the list of fish that ate up REELBAIT® products this past summer. The impact of these lures on all gamefish is something I hope to teach in the near future at the many shows and seminars I participate in every year. With winter and ice season just around the corner, rumor has it that the fish are already running scared!”

“BIG” JIM is available by e-mail bigjim@justfishing.ca or by phone at 613-498-2517.

“Big” Jim McLaughlin

Publisher - Just Fishing, Canada’s Largest FREE Fishing Publication

Canadian Angler Hall of Fame Inductee

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CANADA



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