



Contact: Trey Carskadon  
O'Loughlin Trade Shows  
Phone: 503-246-8291

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## **THE 44TH ANNUAL PACIFIC NORTHWEST SPORTSMEN'S SHOW DELIVERS BOUNDLESS FISHING & HUNTING OPPORTUNITIES, PRODUCTS, ENTERTAINMENT & EDUCATION**

**Portland, OR** – Tens of thousands of outdoor enthusiasts will make the Portland Expo Center their destination as the 44th annual Pacific Northwest Sportsmen's Show presented by Leupold rolls into Portland, Oregon, February 6th – 10th, 2019. The largest sportsmen's show west of the Mississippi and one of the largest consumer shows in the region, the Pacific Northwest Sportsmen's Show is the quintessential celebration of all things hunting, fishing and outdoors.

"We've pulled out all the stops to make this show one of our best ever", said Bill O'Loughlin, President of O'Loughlin Trade Shows. "We have a new walleye fishing feature-the first of its kind-complete with live walleye in a tank and top-name pro's that will share their expertise in how to catch them. The cooking feature has been overhauled and updated with new cooks and a new direction; backyard barbecuing. We have a new kids' BB gun range that will be a huge draw for the kids. It's back by the trout pond. Garmin's sponsoring a 'Tech Center', that's new this year and will be useful to anyone who uses GPS or a fish finder. And we'll be introducing the Backcountry Hunting Pavilion with the guys from Born & Raised Outdoors and HUSH. We expect it to be a very busy area all days of the show."

"We've also added a new 'after 4 PM ½ price special' as an admission option that should make it affordable for families. After 4 PM Wednesday through Saturday, admission for adults is \$7.50 and kids, 6 to 16 are \$2.50. There's new overflow parking at PIR that's closer to the event with a free shuttle that drops attendees right at the building." This discount is not combinable with any other discount.

Walleye, a fish often associated with the Midwest and Great Lakes, have come on strong this past decade as a viable and important sportfishing option. The Pacific Northwest Sportsmen's Show is thrilled to introduce a new feature dubbed, "Walleye Alley", to celebrate these wonderful, tasty fish. Several walleye will be housed in a huge see-through tank as local experts share their knowledge and tactics, while retailers and manufacturers combine to sell the tackle and gear needed to be successful. As Joe Brennan from O'Loughlin Trade Shows shared, "Thanks to our friends at Bi-Mart, Berkley, Abu Garcia and Yakima Bait we've been able to put together a world-class seminar series and show feature that showcases our fabulous walleye fishery here in the Northwest. It's not really an 'alley' but a combination of presenters, our mobile live-fish tank and local retailers working together to educate anglers of all stripes on how, where and when to catch walleye."

Regarded by many as a delicacy, walleye are found throughout the Columbia River and in several places in Washington like: Moses Lake, Banks Lake, Long Lake, Crescent Lake, Potholes Reservoir, Lake Billy Clapp, Soda Lake and Scooteny Reservoir. In addition to the walleye seminar series at the show there will be free informational handouts and you can purchase the tackle used by local walleye enthusiasts at retail and manufacturers booths.

And if that wasn't enough, Mark Romanack, host of the popular national TV show Fishing 411 and North Dakota walleye tournament pro, Johnnie Candle, will be out to share their knowledge with Pacific Northwest Sportsmen's Show attendees. Check the seminar schedules for dates and times at [TheSportshows.com](http://TheSportshows.com).

**PACIFIC NORTHWEST SPORTSMEN'S SHOW**



Garmin, known worldwide as the preeminent manufacturer of GPS systems and fishing electronics is coming to the Pacific Northwest Sportsmen's Show with their Garmin Tech Center, a seminar series at the show intended to demystify and educate anglers on the use of GPS and sonar. Whether you own Garmin brand gear or not, this seminar series is essential knowledge to get the most out of your fishfinder or GPS. Seminars are daily. Please check seminar times at [TheSportShows.com](http://TheSportShows.com).

Attendees are encouraged to take the Leupold challenge, called "Hang Out For Conservation". Leupold, the presenting sponsor of the Pacific Northwest Sportsmen's Show, is hosting a unique challenge that will benefit the Rocky Mountain Elk Foundation (RMEF). If you're good at "hanging-out" this one's for you. For \$5 (donated to RMEF), you're entered to hang from a pull-up bar. The longer you hang there the bigger the prize. If your hanging ability takes you past 120 seconds you'll be entered to win a grand prize that is quite grand... a Leupold VX3i Riflescope valued at more than \$1,200.

Be sure not to miss the new Backyard Barbecue feature which has been added to this year's line-up. "The Northwest is a foodie region", said Bob O'Loughlin, Sales Manager for O'Loughlin Trade Shows, "our new Backyard Barbecue area celebrates our love of great food and has been specially built as the ultimate backyard barbecue area --- grillers will love it! Along with the new stage and set-up is the addition of Deschutes Brewery's executive chef and some new yet-to-be-announced cooks that will be serving everything from hamburgers and ribs to fish and venison. This should be a hit!"

Kids will have fun at the all-new Industrial Tire Service Kids BB Gun Range. A certified NRA instructor will be overseeing the range as kids try their hand at shooting targets in a safe, supervised environment. "This is all about getting kids started in shooting sports with an emphasis on safety", observed Bob O'Loughlin. "Shooting is inherently fun but placing emphasis on gun safety is an industry-wide commitment in growing the sport responsibly and safely for a lifetime of enjoyment."

The Backcountry Hunting Pavilion promises to be something special with the hunting teams from Born & Raised Outdoors and HUSH sharing the space along with some of the companies they work with. These guys have exploded onto the hunting scene with their passionate, enthusiastic brand of hunting public lands and living an outdoor lifestyle. How big a sensation are these guys? We've dedicated an entire area to them knowing they'll draw a crowd!

The Kids' Trout Pond sponsored by Baxter Auto Parts returns with thousands of trout ready and willing to be caught by kids 12 and under. All the gear needed to catch these frisky fish is provided and there are some big surprises swimming among the thousands of pan-sized fish. "Every year a few lucky kids tussle with trout in excess of 5 pounds. Some are over 8 pounds", Brennan said, "The bigger fish keep it interesting as kids squeal in delight having landed the fish of a lifetime. It's fun hearing from parents who caught their first trout in this memorable pool and are now coming back to share that with their kids."

Survival expert Brett Stoffel is back and will be in the Toyota booth all days of the show offering daily seminars on how-to survive if you get lost, stuck or hurt in the backcountry. Brett's sage advice has helped several people survive under the worst of conditions. It's a must-attend seminar series for anyone that plans on spending time in the woods. Brett covers the essential items you'll need with you in the outdoors and shares his expertise on fire-building and making a suitable shelter. Brett's also the guy you want to talk to if you have specific survival questions. Stoffel's impressive resume includes his tenure as a B-52 and B2 pilot, Combat Search & Rescue Commander and Search & Rescue expert.

The annual Head & Horns Competition presented by Federal Premium and Bushnell has won the support of companies like Gerber, Danner, Fort Knox Safes, Ruger and Honda. Attendees are welcome to bring in their heads, horns or antlers depending on the type of animal and have them scored by an official measurer. There is a \$30 charge to have them measured, scored and entered into the competition. The competition is open to everyone. For more information, contact David Morris at Big Game Northwest at 541-530-2749.

Last year's "After 4 ticket" was a huge success and it's going to be repeated this year...only better! The "After 4PM" special will be a half-price ticket, \$7.50 for adults, \$2.50 for kids (6-16) Wednesday through Saturday (the show closes at 6PM Sunday). Military gets a 2-for-1 ticket (\$15 gets two people into the show), with military I.D. (retired, active or reserve). Regular, before 4 PM ticket pricing, Adults \$15, Kids (6-16) \$5, and 5 and younger - free. There's a two-day pass for \$24.



Englund Marine's Bait Rigging Theater is back with the crew from Oppor-Tuna-Ty from the Netflix hit show, Battle Fish, as well as a number of other top fishing pro's discussing a range of salmon, tuna, kokanee, sturgeon and bottomfish riggings and tactics. Arrive early, this theater fills fast as the latest techniques are shared by some of the top names in the business.

This year's Pacific Northwest Sportsmen's Show seminar series is expected to be one of the best-ever in the history of this great show. The five day schedule runs the gamut of fishing and hunting interests. From a variety of fly fishing topics, tuna tactics and trout techniques to spring turkey hunting, cold water survival and trophy blacktail deer hunting strategies, there's over 50 seminars-a-day taught by some of the biggest names in the sport. For a complete rundown of seminars and times check out [TheSportShows.com](http://TheSportShows.com).

The Pacific Northwest Sportsmen's Show, the largest Sportsmen's Show west of the Mississippi and second largest in the country, is the launch pad for several new products. It's anybody's guess what will be introduced at this year's show, but expect there to be hundreds of new products making their debut. Keep an eye out for Facebook posts on The Sport Shows page for new product announcements as we learn about them...often at the opening of the show.

"Sportsmen's Shows" host a mix of fishing, hunting and outdoor recreation with emphasis given to fishing and hunting interests. The Pacific Northwest Sportsmen's Show, entering its 44th year, has more than 900 exhibits housed in nearly 300,000 square feet of display space with literally miles of aisles to wander, shop, learn and enjoy. In addition to everything associated with northwest fishing and hunting: from ducks, moose, elk and upland game birds to salmon, walleye and kokanee, there's a dizzying variety of boats, RV's, ATV's, hunting and fishing products, wildlife art, apparel, boating accessories, trucks, clubs, destinations, and guides and outfitters from near and far.

For even more detail on what's going on at this year's show visit [TheSportShows.com](http://TheSportShows.com) and check out "Reasons To Attend The Pacific Northwest Sportsmen's Show".