



IT'S THE BIG ONE! THE PACIFIC NORTHWEST SPORTSMEN'S SHOW GUSHES WITH NEW FEATURES, EXHIBITORS, RANDY NEWBERG AND MUCH MORE!

BEAVERTON, OR – The Northwest's top consumer event, The Pacific Northwest Sportsmen's Show presented by Leupold, returns to the Portland Expo Center, February 16-20, 2022. "We're at full strength for this year's show with all the buildings filled to capacity with hundreds of exhibitors, thousands of new products and exciting new personalities and events in store for show-goers", said Bill O'Loughlin, President of O'Loughlin Trade Shows.

"This show's a monster and it has a national reputation as one of the most important fishing and hunting events in the country. There's so much going on every day that there's no way you can see and do it all in a 10 hour day if you take the time to take it all in. Our entire team is really looking forward to these five days. It's taken us all 360 days to get here and I know the public is going to really enjoy what we've put together."

New for 2022 is The Bass Lake sponsored by Old Town. The Pacific Northwest Sportsmen's Show has created an indoor pond complete with lily pads and stocked with bass and panfish. The pond will be used by expert kayak anglers, in their kayaks, demonstrating a variety of techniques and approaches to catching these fish. Kayak fishing, especially kayak fishing for bass, is the fastest growing category in sportfishing in the Northwest. Old Town is one of the preeminent fishing kayak and canoe manufacturers in the world. Next Adventure will be right across the aisle from The Bass Lake selling fishing kayaks and fishing kayak accessories and fishing gear.

Public lands advocate and hunter, Randy Newberg, will be at the show from Thursday, February 17th to Sunday, February 20th, hosting daily Q&A sessions. Randy's a central figure on the national hunting scene and loved by millions who follow his podcasts and YouTube Channel. His no nonsense advice and deep experience in hunting public lands has made him a popular retreat for hunters everywhere who care about the future of our natural resources and the sport they love.

Four new evening events are planned. They all start at 7pm in Hall "B" aka the Sportsmen's Theater.

Wednesday night it's Born & Raised Outdoors. They host a popular YouTube Channel with a focus on public lands big game hunting. They do a lot more than that including waterfowl, the occasional river trip for salmon or steelhead, turkey, bear and goose trips and other fun getaways that keep their more than 200,000 YouTube subscribers coming back for more.

Thursday, it's Addicted Fishing. More than social media sensations, they're a refreshing new movement in NW fishing that have captivated the imagination and energy of anglers across the country. They're unique blend of education and entertainment, inspires anglers to get out and experience it themselves. Addicted Fishing will be showing their Alaska movie, "Kings Return". This is a ticketed event and will be sold out by showtime.

Friday night and Born and Raised is back with an evening elk calling workshop on what's been dubbed "Elk Day" (more on that later). This crew has been remarkably successful in harvesting world-class bull elk. They'll start with the basics and graduate to advanced calling techniques and tactics from there.

The week's evening events are capped Saturday night with YouTube sensation, Leif Steffny of NW Fishing Secrets. With more than 400,000 YouTube subscribers, Leif's racked up tens of millions of views over two short years with a focus on NW trout fishing. Leif will show a short video, share some stories and answer questions. His approach to the outdoors is fun-first and it radiates throughout all his videos.

Everyone wins with Toyota's Fistful of Cheaters. Cheaters are small lures used for salmon and steelhead fishing and manufactured by Beau Mac. It's easy to win and it's free! Just sign-in, wait your turn, then scoop up a handful of Cheaters and drop them into the cup. You get to keep all the Cheaters that land in your cup. If you're lucky enough to have one with a Toyota logo on it you win an additional prize like a camp stove, sunglasses, socks, crab ring, fillet knife, hammock, headlamp, dry bag or any one of several other great prizes.

You can bet there will be some incredible entries in this year's Head and Horns Competition. There always is. Whether it's from a recent hunt or has been collecting dust in the attic, bring it in, get a measurement and, if you want, enter it in the competition. It's \$10 to get your head, horns, antlers or turkey beard measured by one of our certified measurers. And for an additional \$30 you can enter into the competition. With more than 10,000 entries logged since the mid-90's, the Sportsmen's Show Head and Horns Competition has produced several new records. Will 2022 be one of those years? The competition has dozens of different categories that include whitetail deer, blacktail deer, mountain goat, Roosevelt elk, Rocky Mountain elk, moose, big horn sheep, cougar, turkey and black bear, along with a number of sub-categories within these species. This competition is made possible and sponsored by hunting luminaries: Leupold, Gerber, Danner, Fort Knox, RMEF, Ruger, Muzzy, Block Targets, LaCrosse, Rage and Muzzy.

Survival expert Brett Stoffel is the real deal. One of the principals at Emergency Response International, Brett's courses have been used by search and rescue teams who rely on his expertise to safely and effectively find and save people lost in the backcountry. Thanks to Toyota, Brett brings this training to the Pacific Northwest Sportsmen's Show in his daily survival seminars and at the Toyota booth in the show. Brett's always happy to share his knowledge and show you the "10 essentials" needed to survive most backcountry situations.

Friday is Elk Day at the Pacific Northwest Sportsmen's Show. All the day's hunting seminars are focused on elk hunting and feature top experts and topics geared to elk hunting in the west. Of particular note is Mike Jenkins workshop at 6PM titled, "Into The Dark --- Hunting Roosevelt Elk". Even though Roosevelt elk are widely sought in the Northwest, seminars like this are rare. We're pleased to spend an entire day showcasing elk and how to hunt them.

The Pacific Northwest Sportsmen's Show has long been known for the wealth of information that's available through its seminar series. For 2022, this series has been completely retooled into classes, which of course are free with admission into the show. New speakers and topics include: Catching Kokanee Made Easy by Cameron Black; Randy Newberg's daily Q&A sessions from Thursday to Sunday; Chasing Largemouth Bass on Lakes and Rivers by Brandon Hua; Elk Calling --- Understanding The Language by Rockie Jacobsen; How-To... Upland Bird Hunting On Public Lands by Richy Harrod; The Blacktail Coach by David Riley; Surf Perch Fishing by Jody Smith; and many more subjects and speakers covering the gamut of fishing and hunting opportunities in the Northwest. This is the most complete fishing and hunting informational series west of the Mississippi.

Mastery of fishing electronics can spell the difference between a boom or bust day on the water. Today's electronics give anglers a certain edge especially when advanced functions are employed. The Garmin Tech Center delivers the depth of information needed to up your game on the water with free classes ranging from basic operation to advanced cartography and Garmin's proprietary LiveScope. They're hosting three classes a day in the Garmin Tech Center. Lowrance and Humminbird will also be at the show with factory booths. It's a unique opportunity to connect with their factory pros and discuss the operation of their units.

The Wall of Kings has been completed updated with new mounts and a refreshed presentation. This 30' display has dozens of record mounts harvested from around the Northwest. It's always fun to watch the amazed reaction of onlookers as they soak-in the majesty and sheer magnitude of these impressive trophies.

The all-new Sportsmen's Food Court is making its debut. Sponsored by Hill Meat Company, a third generation purveyor of hotdogs and brats, the Sportsmen's Food Court will have a variety of food options but Hill's Premium Meats will be taking center-stage as attendees walk the miles of aisles with a beer and a brat --- a 47 year Sportsmen's Show tradition!

Ammunition has been in short supply the past several years. Not this year. The Pacific Northwest Sportsmen's Show will have the largest supply of ammo for sale in the Northwest. Bi-Mart and Grizzly Cartridge Company will both be bringing ammo. Bi-Mart will have ample supply of ammo in the following calibers: 243, 270, 300, 9mm, 22lr, 45lc, 5.56, 5.7, 223, 12GA, 308, 7.62x36, 45acp, 300blk, 40, 30-06, 7mm, 22wmr. Grizzly Cartridge Company will be selling: 9MM 124gr JHP, 38 SPL. 125gr JHP, 357 MAG 158gr JHP, 44 MAG 240gr JHP, 45 Colt 225gr JHP, 45 AUTO 230gr JHP, 223 REM 60gr SP, 300 BLACKOUT 150gr SP, 308 WIN 180gr SP.

When it comes to serious outdoor apparel the Pacific Northwest Sportsmen's Show is the place to be. Grunden's is coming to Portland with a factory display and there will be show-only specials available on premium raingear. Showers Pass is another to look for. Very popular among the cycling community, Showers Pass is making a splash (pun fully intended) with the hunting and fishing community. Their waterproof socks, gloves, ultra-warm mittens and rain gear are all first-class. Catch-and-Release is new to the show and is bringing kids camo in addition to their women's and men's camo patterns. Verdict Gear comes to Portland from Idaho with top-shelf rain gear and hunting apparel that's purpose designed and produced expressly for hunting and serious outdoor use. Ghost Bull Hunting is a relative newcomer, Oregon-based company, with all their products "100% made in America". Check out their base layers, hoodies and shirts, all designed for serious hunting in Oregon-like conditions.

Home town favorite and presenting sponsor, Leupold, is always a huge hit at the show with its sprawling factory display in the back of Hall E, staffed with optics experts and hundreds of scopes, binoculars and range-finders on sale at special show-only pricing. This is the place to find those products that have been in short supply along with Leupold branded "merch" like hats, hoodies and t-shirts.

There's just so much to preview at this year's show. From all the retailers selling fishing, hunting, outdoor gear, tents, power boats and kayaks, RV's, apparel, archery gear and ATV's to the dozens of fishing and hunting destinations, dozens more guides and outfitters and all the fishing and hunting factory booths that make this show unlike any other in North America. There's only one Pacific Northwest Sportsmen's Show and its reputation as **"the big one"** is well-deserved with 300,000 square feet of display space and events celebrating the rich Northwest fishing and hunting tradition underway constantly at the show. There's nothing else like it anywhere.

Tickets can be purchased at the door. To avoid the long lines it's recommended that tickets for both attendance and parking be purchased online at www.TheSportShows.com. Admission into the show is \$15 for Adult admission. \$5 for a Junior admission (6 to 16 years of age). 5 and younger are admitted free into the show. There's a military discount, it's \$10 admission with any valid military ID. There's also a two-day pass for \$24.

Show hours are Wednesday-Friday, 11AM-8PM, Saturday, 10AM-8PM and Sunday, 10AM-6PM.

For detailed show information, exhibitors and tickets visit **TheSportShows.com**.