



LUMBERJACKS, KIDS TROUT POND, RANDY NEWBERG, FISTFUL OF CHEATERS AND HEAD & HORNS COMPETITION HEADLINE 2023 WASHINGTON SPORTSMEN'S SHOW

Puyallup, WA – The Washington Sportsmen's Show presented by Leupold rolls into Puyallup with new features, exhibitors, products and personalities for 2023. "From the Paul Bunyan Lumberjack Show, public lands advocate and hunter Randy Newberg and the Kids Free Trout Pond to the iconic Head and Horns Competition and Toyota's Fistful of Cheaters promotion, we have more to offer than ever at this year's show", said Bill O'Loughlin, President of O'Loughlin Trade Shows.

The Washington Sportsmen's Show runs February 1-5 at the Washington State Fair Events Center in Puyallup and is Washington's largest sportsmen's show with hundreds of fishing and hunting-related exhibitors.

New this year is the Paul Bunyan Lumberjack Show. Tried-and-true lumberjacks compete in a variety of challenges that include log-rolling, axe throwing and cross-cut sawing for starters. Show times are 1PM and 3PM Wednesday-Friday, 1PM, 3PM and 5PM on Saturday and noon and 2PM on Sunday. The Paul Bunyan Lumberjack Show promises to be fun, exciting and memorable.

After a two year hiatus the Kids Free Trout Pond is back! This has become a generational feature where grandparents who caught their first trout at the Washington Sportsmen's Show are now bringing their grandkids to do the same. All the equipment is provided at no-charge --- even a plastic bag is provided for kids to take their catch home.

Public lands advocate and hunter, Randy Newberg, returns for his second year at the Washington Sportsmen's Show. Randy's a national treasure and revered by outdoor enthusiasts young and old. His relentless work to gain and preserve public access on public lands as well as his prowess as a hunter places him in a singular class of outdoorsmen. Randy's conducting a daily Q&A session at the show, Thursday through Sunday. This is a rare opportunity to connect with one of the country's very best and even better, he's looking forward to the conversations he has with show attendees.

There's a clever promotion The Western Washington Toyota Dealers have developed called, "Fistful of Cheaters". It's easy, free and everyone wins! Simply go to The Western Washington Toyota Dealers booth in the back of the Showplex, you can't miss it, it's loaded with new Toyota vehicles, sign-in and step up to the tank filled with Beau Mac Cheaters (a steelhead, salmon and walleye lure). Grab a handful, and with your arm raised, drop them in a cup. All the ones that go in the cup you keep. If one of the Cheaters has a Toyota logo on it you win an additional prize! There are hundreds of "additional" prizes to win over the 5 days of the show and they're amazing! Edge rods, Camp Chef cooking gear, camp stoves, clothes, dry bags, water bottles, headlamps, crab traps and much, much more! Best part...it's free!

The iconic Head & Horns Competition is back! If you have a set of horns, antlers, a bear or cougar head or turkey beard, bring it to the show and our certified measurers will score it for \$10. If you think you have a winner, enter it in the competition for \$30 and get in line to win one of several fabulous prizes. And we do mean “fabulous”. Leupold scopes, Danner boots, Gerber knives, Savage rifles and much more! The grand prize is a Fort Knox gun safe! Special thanks to our Head & Horns Competition sponsors: Fort Knox, Leupold, RMEF, Danner/Lacrosse, Gerber, Savage, Muzzy, Rage and Block Targets.

“Electronics” have become essential equipment for anglers and hunters everywhere. Whether it’s finding your way out of the woods or finding fish knowing where you are and where the fish are is information that can make or break a day in the wild. The Garmin Tech Center will help you master your hunting and fishing electronics. These sessions are presented by Garmin pro-staff and Garmin factory representatives. They’re experts. The topics range from basic operation to advanced offshore use for locating specific water temperatures and plankton. You’ll find the presenters and their topics on the show’s website at www.TheSportShows.com.

The Washington Sportsmen’s Show is excited to welcome back survival expert Brett Stoffel. And thanks to the Western Washington Toyota Dealers, he’ll be at the show everyday delivering a variety of seminars that could save your life. These are information-packed presentations that share how to make fire in a driving rain and the lightweight, inexpensive and easily obtained items you’ll want to pack to survive a night or two in the woods. Brett has an impressive and extensive resume with a career as a military pilot and search-and-rescue instructor. He’s the real deal.

Addicted Fishing is hosting their first-ever Mega-BASH on Saturday night. Doors open at 6PM in the upstairs of the Pavilion, the event starts at 7PM and runs until 9:30PM. This evening will be one for the books with seminars from the Addicted cast and crew, video shorts and teasers for upcoming movies and LOTS of giveaways! Addicted Fishing is one of the hottest brands in fishing in the country with a huge following thanks to their commitment to “Educate. Entertain. Inspire.” This is a ticketed event and tickets are available on the Addicted Fishing website at <https://addicted.fishing/>.

Author and outdoor writer, David Paul Williams will be running the new Fly Fishing Resource Center. David will be joined by fly fishing stalwart Jim McAllister and together they’ll be on-hand to answer your questions about fly fishing opportunities, tactics and techniques in Washington State. They’ll also be tying a variety of fly patterns in the booth. David’s book, *Fly Fishing For Western Smallmouth*, will be available for purchase at the show.

Interested in archery? Attendees can take a turn at the Skookum Archers booth in the back of the Showplex and try to hit the target! It’s free! This is always a popular feature of the show with Skookum Archers, a local archery club and shooting range staffing the booth, who provides on-site, free instruction to get you started hitting the bullseye!

“There’s so much going on at this year’s show it’s tough to capture it all”, continued O’Loughlin. “It’s truly a celebration of fishing and hunting, with nearly every fishing and hunting category well-represented at this year’s show.”

And O’Loughlin is right. There’s more of everything. More archery, more fishing lure and fishing rod manufacturers, more destinations, more optics companies, more firearms, more boats and RV’s, more camping and outdoor gear, more fishing tackle, more clothing and the list goes on and on. To find out how much “more” be sure to check out our “59 Reasons To Attend The Washington Sportsmen’s Show”. You’ll find it in the press area of the show’s website.

There’s an after 4PM admission special that’s in play Wednesday through Saturday of the show. The admission price drops to \$10. And in gratitude for their service to our country there’s a military discount, all hours and all days of the show for any active or retired military with a valid military ID (this includes VA). That admission price is also \$10.

Thanks to beer sponsor Busch the Washington Sportsmen’s Show has landed an after 4PM beer and brat special for \$5 featuring Busch Light.

Regular adult admission into the show is \$15. Youth, 6 to 16 years of age are \$5. Kids, 5 and younger are free. The hours of the Washington Sportsmen’s Show are Wednesday – Friday, 12PM to 8PM, Saturday 10AM-8PM and Sunday, 10AM-4PM. For detailed show information and tickets visit **TheSportShows.com**.