



2024 SHOW HIGHLIGHTS

Presented by  LEUPOLD®

Big Sales, Randy Newberg, Special Events, Kids Free Trout Pond Highlight 2024 Washington Sportsmen's Show

Puyallup, WA – The 37th annual Washington Sportsmen's Show presented by Leupold returns for its 5-day run at the Washington State Fair Events Center, in Puyallup, January 31st-February 4th, 2024. "The Washington Sportsmen's Show is the largest event of its kind in Washington State", observed Bill O'Loughlin, President of O'Loughlin Trade Shows. "This is a family fishing and hunting show with nearly every category of fishing and hunting well-represented in the show."

This is where the best retail buys at show-only prices can be made on everything from rods, reels, apparel and hunting gear of all descriptions to tents, guide and outfitter trips, international destinations, Boats, RV's and outdoor artwork. "It's an amazing event", continued O'Loughlin. "We spend most of the year attracting exhibitors from all over North America and overseas. Interested in an African safari? You'll find several opportunities at this show. How about crab gear? It's here too. And then there's our seminar series, which is one of the best you'll find anywhere in country."

This year's show features national personality, hunter and public lands advocate Randy Newberg. Randy returns with an entirely new seminar series for the show, starting Thursday at 4PM with "Hunt Elk Every Year --- Here's How". Friday he tackles, "E-Scouting: Using Technology for Better Hunting". And Saturday, it's a subject near and dear to him, "Marriage 101 For Elk Hunters", and as Randy says, "I feel particularly qualified to speak on this subject as a guy that hunts 100 days a year and has been happily married for 35 years." He wraps up Sunday with his Q&A session which is a rare treat to connect directly with one of the country's leading experts and advocates in public lands access and hunting.

The Kids Free Trout Pond will be filled with fat, frisky trout for kids 12 and under. Everything's provided and kids can take up to two trout home that they catch. They're welcome to release them too if they wish. This has become a generational feature of the show with grandparents who fished the Kids Free Trout Pond in their youth now taking their grandchildren to do the same.

Thanks to the Western Washington Toyota Dealers, the Washington Sportsmen's Show has two wonderful and engaging features.

First, is the Fistful of Cheaters promotion where everyone wins! Show attendees check-in at the sprawling Western Washington Toyota booth in the back of the Showplex building and then take their turn at the tank filled with Beau Mac Cheaters. Participants grab a handful of Cheaters and drop them into a cup, all the Cheaters that end-up in the cup they get to keep. If one of those Cheaters has a Toyota logo on it they win another prize. The prizes are pretty incredible too. Camp stoves, Edge Rods, apparel, headlamps, crab traps, hats and much more are all being given away free to Fistful of Cheater winners.

Second, and also located in the Western Washington Toyota Dealers booth is survival expert, Brett Stoffel. Brett is a former air force pilot and commander. He's a search-and-rescue expert and team leader and runs Emergency Response International, a company that specializes in survival training and search-and-rescue. Brett is at the show every day sharing his expertise in his daily seminars. When he's not in the Green Theater giving seminars you'll find him in his booth where he's happy to answer your questions and show you some of the skills needed to survive days in the backcountry. Anyone that stops by the booth can learn quickly how to make a roaring fire in a downpour using household items. Brett's sessions have helped several people survive difficult conditions in the backcountry.

New for 2024 is the Mack's Lures Walleye Tank. Live walleye and perch will be in this custom-built fish tank that measures 15' long and 7' tall that will serve as a backdrop for daily seminars. Not all the attention focused on this tank is for walleye though, thanks to Pro Guide Brianna "Bree" Bruce, trout get equal billing in her seminars. Bree tackles a variety of trout fishing subjects daily at the tank while three different walleye pros take turns on walleye fishing tips, tactics and techniques. Walleye fishing in Washington State continues to grow in popularity making this addition to the show relevant and timely. Check the seminar schedule for seminar times and topics.



2024 SHOW HIGHLIGHTS

Presented by  LEUPOLD®

The Head and Horns Competition continues to attract entries from across the region as certified measurers go to work for 4 of the 5 days of the show scoring potential records. Entries are taken Wednesday through Saturday with awards announced on Sunday at the show. It's \$10 for anyone to have their horns, antlers, bear or cougar skull or turkey beard measured by a certified measurer. For another \$30 you can enter it into the competition where hundreds of prizes are at stake including a Fort Knox gun safe as the top prize and several Savage Arms rifles are awarded in other categories. This annual competition spans 30 years with more than 15,000 entries and several state records recorded over its tenure. Thanks to the Competition's sponsors that make it possible: Fort Knox, Leupold, Savage Arms, Gerber Gear, Danner, LaCrosse and RMEF.

Entering its third year in the show is Addicted Fishing's Mega-Bash and Movie Premiere of Steelhead Alley on Saturday night (February 3rd) from 6PM to 9PM. Addicted Fishing is a collection of passionate fisherman, most are fulltime professional guides, who have banded together and created a regional online fishing movement. Their credo is to "Educate. Entertain. Inspire" and that's exactly what they do through their YouTube videos (948 videos and growing), podcasts and personal appearances. Together, they've earned a legion of like-minded anglers that total into the hundreds of thousands. These are ticketed events that sellout. Tickets are available on the Washington Sportsmen's Show website on the "Attractions" page. The trailer for this movie, shot in the Midwest and Eastern U.S., confirms this newest movie is on-par with their previous efforts that combine exceptional production values with wall-to-wall action and fun.

Want to see something awe-inspiring? Be sure to check out the Wall of Kings in the Pavilion hall. It's an amazing display of trophy deer and other big game from around the west. There are dozens of mounts to ogle and every one of them is record-worthy.

The Washington Sportsmen's Show seminar series is one of the best in North America. All seminars are free with admission into the show and feature top experts and personalities from the Northwest and beyond. "Troutapalooza" is a kid-friendly seminar on Saturday at noon that features two iconic fishermen in Bill Herzog and Jarod Higginbotham. They will be giving away Roostertail spinners and sharing how and where to catch trout in Washington State. The list of speakers in more than 50 seminars over 5 days read like the who's-who in regional fishing and hunting. Whether you're looking to improve your bowhunting skills; catch more trout, salmon, tuna, walleye, steelhead or bass; improve your understanding and use of fishing electronics; hunt fall bear; plan your own DIY hunt; brush up on your survival skills; hunt turkey on public lands; train your dog for bird hunting; improve your success elk hunting; or be a better bank angler, you'll find what you need in this seminar series. Seminar times, topics and speakers are on the show's website.

Regular adult admission into the show is \$15. Youth, 6 to 16 years of age are \$5. Kids, 5 and younger are FREE. For all tickets, credit card and service fees apply. The hours of the Washington Sportsmen's Show are Wednesday – Friday, 12PM to 8PM, Saturday 10AM-8PM and Sunday, 10AM-4PM.

There's an after 4PM admission special that's in play Wednesday through Saturday of the show. The admission price drops to \$10, saving attendees \$5. 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.

Parking is FREE (\$15 value).

For detailed show information and tickets visit www.TheSportShows.com.