



## Amal, Sweden Announced as Host for Hobie Fishing Worlds 7

**OCEANSIDE, California (July 12, 2017)** — [Hobie](#), the worldwide leader of personal watersport products, announced today that the scenic, lakeside community of Amal, Sweden, will play host to the seventh annual Hobie Fishing Worlds presented by Rhino Rack, in May of 2018. Hobie Fishing Worlds is the premier, global kayak fishing competition, with expert anglers from over 20 countries vying for the grand prize.

“Amal is a picturesque town on the shores of Lake Vänern, Western Europe's largest lake with over 22,000 scenic islands, islets and reefs. It's an amazing place to showcase the abilities of our Mirage Pro Angler kayaks, and the skills of the talented anglers that will pilot them,” said Keeton Eoff, director of global strategy and development at Hobie.

Over 50 kayak anglers will be selected to compete at Hobie Fishing Worlds by winning an official qualifying event or series in the preceding months. The Worlds features a multi-day tournament structure, with a catch-photograph-release competition. In Amal, kayak anglers will be vying to catch the greatest three-day aggregate of European perch and the predatorial Pike, submitting up to three of each species per day.

Since its inception in 2011, anglers from all over the world with similar interests not only compete but share expertise, knowledge and skills. In the end, there is one World Champion, but everyone goes home with new friends, new skills and having had an unforgettable cultural experience.” said Steve Fields, Hobie Fishing World's Tournament director.

Professional angler, Steve Lessard from Louisiana won automatic entry and a free trip to the Hobie Worlds in Sweden with his win at Worlds last year. Brendan Bayard, who won last year's Rhino Rack Angler's Choice Award, also won a wild card entry and a free trip to Sweden next year. Ma Xiaohong from China, winner of the 2015 Hobie Fishing Worlds, and 2014 Champion, Richard Sommerton, have also received wildcard entry as past champions.

Hobie Fishing Worlds presented by Rhino Rack is sponsored by Gerber, Lowrance, Power-Pole, Aftco, Daiwa, RAM, Yakattack, Lurefan, Hobie Polarized and Mustad. For more information about the competition, visit [www.hobiefishingworlds.com](http://www.hobiefishingworlds.com).

### About Hobie

Since 1950, Hobie has been in the business of shaping a unique lifestyle based around fun, water and quality products. From their headquarters in Oceanside, California, Hobie manufactures, distributes and markets an impressive collection of watercraft worldwide. These include surfboards, sailboats, SUPs and an ever-

expanding line of pedal-driven and paddle sit-on-top recreation and fishing kayaks, inflatable kayaks and fishing boats, plus a complementary array of parts and accessories.