



For Release

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Flying Fisherman® Leads ICAST With 8 New Sunglass Styles

Orlando, Florida – The annual trade show season inspires the fishing industry to respond to requests for “what’s new?”, and that’s exactly what the Flying Fisherman® design team focused on for 2015. A range of new Flying Fisherman® eyewear and apparel products will premiere at the 2014 ICAST Show in Orlando on July 16-18th, including eight new styles of sunglasses and two sunglass retainers, six new SunBandits, two new caps and four new vintage t-shirt designs and performance logo tees. A new presentation of the Flying Fisherman® PASSPORT travel rods will also be highlighted.

Flying Fisherman® offers fifty styles of polarized eyewear built for the water by a team of sport fishing professionals based in the Florida Keys. Ground and polished flawless glass, virtually indestructible polycarbonate RhinoLenses™ and TAC (triacetate) lenses in a variety of lens treatments make up the collection. The AcuTint™ lens coloring system enhances color contrast without adding color distortion, blocks reflected glare, and makes it easier for anglers to spot fish and other structure beneath the water. This benefit, along with all day comfort, is designed into every pair of Flying Fisherman® sunglasses, and part of the reason for the company’s success for 30 years.

As the company expands to add more apparel and angler accessories, the Flying Fisherman® PASSPORT® travel rod series is a new category passion for 2015. “We’re offering a high quality series of 6 travel rods for the traveling angler – 3 spinning rods and 3 fly rods, and a travel case, all of which can now be purchased separately”, said Pat Sheldon company founder. “Originally introduced as fly and spinning rod sets, now anglers can mix and match PASSPORT® light, medium or heavy spin or fly rods as wanted, with or without a travel case, for that special fishing destination. ICAST will help us spread the word about this top quality line of professional travel rods and very cool case.” he said. “There’s a strong buzz about the Florida ICAST show” he said, “and we’re looking forward to seeing friends and customers, and sharing our new products with them. We’ll have some great show specials as well, at our booth #1866.”

For more information on Flying Fisherman® products, along with testimonials, a dealer locator and more, go to www.flyingfisherman.com.

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