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FISHING ICON BUZZ RAMSEY TO JOIN YAKIMA BAIT CO.

Longtime sport fishing advocate, expert angler and veteran fishing industry leader Buzz Ramsey will join Yakima Bait Company on July 1 as brand manager. Ramsey, who has over 35 years in the fishing tackle business, will help lead Yakima Bait's promotion of existing product lines and will assist in the design, production and marketing of new products.

Prior to joining Yakima Bait, Ramsey worked with Pure Fishing as a regional services manager and was a promotional and sales manager at Luhr Jensen for 30 years.

"We're extremely happy to have Buzz on board with us," said Yakima Bait Company president Mark Masterson. "He has been a leader in the sports fishing industry for years and we believe his knowledge of fishing, and of the fishing tackle business will be a huge benefit to our company."

Ramsey is a National Freshwater Hall of Fame member, inducted in 1995, who has worked tirelessly for the future of sport fishing around the country and specifically in the Northwest. His is past president and current board member of the Northwest Sports Fishing Industry Association and is a well known seminar speaker and outdoor writer.

Ramsey and his wife Maggie, live on Washington's Klickitat River with their two sons, Blake and Wade.

Yakima Bait Company, located in Granger, WA, is the maker of Worden's Rooster Tails, FlatFish, Lil' Corkies, Spin-N-Glos, Triple Teazers, Lee Sisson, Poe's, Hildebrandt and other lures.

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