

For more information, contact:  
Matt Aboussie, Backbone Media  
[matt.aboussie@backbonemedia.net](mailto:matt.aboussie@backbonemedia.net)  
(970) 963-4873, ext. 148



## Hobie® Fishing World Championship 7 Invitations Sent



### OCEANSIDE, California (February 26, 2018)

[Hobie](#), the worldwide leader of personal watersport products, announced today that the invitations to the invited and qualified anglers have gone out.

The lakeside community of Åmål, Sweden, will play host to the 7th Hobie Fishing Worlds presented by Rhino Rack, this May. Hobie Fishing Worlds is the premier global kayak fishing competition, with expert anglers from over 20 countries vying for the grand prize.

Åmål 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 14' kayaks, and the skills of the talented anglers that will pilot them.

Over 45 kayak anglers have been selected to compete at Hobie Fishing Worlds 7 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 Åmål, 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.

Professional angler Steve Lessard, from Louisiana, won automatic entry and a free trip to the Hobie Fishing Worlds in Sweden with his win at the Hobie Fishing Worlds in 2016. 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. Ma Xiaohong from China, winner of the 2015 Hobie Fishing Worlds, and 2014 Champion, Richard Somerton, have also received wildcard entry as past champions.

Hobie Fishing Worlds presented by Rhino Rack is sponsored by Gerber, Lowrance, Power-Pole, Aftco, Daiwa, Yakattack, Lurefan, Hobie Polarized, OMEALS, 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 Cat Company manufactures, distributes and markets an impressive collection of watercraft worldwide. These include an ever-expanding line of recreation and racing sailboats, pedal-driven and paddle sit-on-top recreation and fishing kayaks, inflatable kayaks and fishing boats, plus a complementary array of parts and accessories.