



## **West Marine Announces “Into the Blue” TV Partnership Hit fishing show features West Marine stores and top products in new 2018 season**

**WATSONVILLE, Calif., February 6, 2018** — West Marine, the world’s premier Waterlife Outfitter, announced a new TV partnership with “Into the Blue.” Kicking off in Jan. 2018, West Marine is featured in the show as the exclusive retail sponsor helping to engage with offshore fishing enthusiasts by educating and inspiring viewers.

The 13 original episodes airs on three networks; NBC Sports, Sportsman Channel and Fox Sports SUN. West Marine will be integrated into full length episodes through commercials and logo placements. In addition, hosts Captains Scott Walker and Steve Rodger are shooting their segments in front of the bait shack at select West Marine locations and feature top products for the “Tips from the Pros” segment within each episode.

“When West Marine was presented with the opportunity to partner with Into the Blue, we leapt at the chance,” according to Jamie Perkins, Integrated Media and Regional Marketing Manager for West Marine. “The show hosts are passionate about what they do and well known by our customers. We look forward to aligning with Into the Blue to help entertain and educate passionate anglers who enjoy life on the water,” she adds.

The hosts of the show know West Marine well, making this collaboration a great fit for both the show and West Marine. According to Captain Scott Walker (Professional Captain and Host of Into the Blue), “Living my entire life on or around the ocean I have come to rely on West Marine as my go to destination to get the job done. From anchors to zincs I can always count on West Marine and their knowledgeable staff to help guide me through any marine project with all the parts and supplies I need to get the job done right, the first time. Saving me time and money!”

Season ten is airing now and will be viewable throughout the year in syndication and on demand streaming through [WaypointTV.com](http://WaypointTV.com).