



**South Bend® announces extension to Ready2Fish® line-up
with the Just Add Bait series of combos.**

Chicago, IL – June 24, 2019 – South Bend® announced today the launch of a new concept in Family Fishing combos. For a generation, the South Bend Ready2Fish® family of combos has been focused on developing innovative products for family fishing. The R2F kits have always included everything you need to go fishing today. For 2020, South Bend has taken that concept to the next level with the Just Add Bait series of combos.

Just Add Bait has a singular focus: help novice anglers catch their first fish! The Just Add Bait combos come with an assortment of terminal tackle that is focused on bait fishing and contained in a reusable tackle box. They are also fully rigged, including a snap tied to the end of our premium South Bend line. Simply **THREAD** the snap through the guides, **SNAP** on a leader or hook, **CLIP** on a float or sinker, **BAIT** up and **GO!**

The Just Add Bait combos are available in 4 versions:

- All Species includes a 5'6" rod paired with a 2000 sized reel. The tackle kit includes 45 pieces of terminal tackle designed for pond and lake fishing.
- River includes a 7' rod paired with a 4000 sized reel. The tackle kit includes 35 pieces of tackle designed for bottom fishing rivers.
- Surf includes a 7' rod paired with a 5000 sized reel. The tackle kit includes 35 pieces of basic saltwater tackle designed for bait fishing along the beach.
- Telescopic includes a 5'6" collapsible rod with a 2000 sized reel. This is the perfect combo to throw in your backpack or take on your next camping trip. The tackle kit includes 45 pieces of terminal tackle designed for pond and lake fishing.

"This is a great opportunity to infuse innovation into the Ready2Fish® line, and increase the participation rate of novice anglers," said Peggy Moloney, South Bend's VP of Product & Brands. "Combined with our newly redesigned and educationally focused website, we aspire to grow our sales but also truly grow the base of total anglers and keep families fishing!"

"South Bend recognized that knots can be a barrier to having a good day on the water, so we solved that. The overwhelming variety of hard baits and soft baits in the market are also confusing to a novice. By focusing on rigs designed for live bait, the novice angler has a better chance to catch something...catch ANYTHING and hopefully go back to the water again and again."



South Bend will be launching the Just Add Bait series of Ready2Fish combos at ICAST in Orlando July 9-12.

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