



**For Release**

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## **Coach Bobby Knight Endorses Flying Fisherman® Passport Travel Rods**

*Islamorada, Florida Keys – October 2014.* A recent post on The Florida Keys and Key West Facebook page by Keys PR guru Andy Newman reads...“Although he won three NCAA basketball championships, former Indiana University Basketball Coach Bobby Knight is well known for some rather heated moments, such as throwing a chair across the court. That said, Knight is quite adept at “throwing” a fly on the flats, as he did last week in the Florida Keys. Knight was shooting a commercial for the new Passport travel spin and fly rod collection being offered by Islamorada-based Flying Fisherman.” <http://tinyurl.com/lxht6zv>

“The shoot went great and we had a lot of fun with the Coach,” said Flying Fisherman VP, Linda Sheldon. The Islamorada crew included Capt. Randy Towe -- Passport designer and Bobby Knight’s guide; Capt. Tadd Burke, who guided Flying Fisherman VP of Sales Bobby Vaughn and also ran the camera boat, and Capt. Robert Klein with Pat and Linda Sheldon on board to cover the project. “There was a really good sized redfish just lying in a sand hole in the grass...” Vaughn said. “The Coach threw the fly at him at least four times right on his nose, but he just refused to eat and leisurely swam away, giving us the fin!”. After a few opportunities at Redfish, Coach Knight was skunked on fly but Vaughn landed one with the Passport spinning rod which helped get the footage needed for the TV commercial. The spot will air in 2015.

Flying Fisherman®, a Florida Keys based manufacturer of polarized eyewear, apparel and angler accessories, recently introduced the Passport travel rods. For more information on Flying Fisherman® products, visit [www.flyingfisherman.com](http://www.flyingfisherman.com) or call 305-852-8989.

Images attached:

- #87 – Coach Bobby Knight and Capt. Randy Towe get set for redfish action.
- #134 – Coach Knight and the production team stalking redfish.
- #141 – Coach Bobby Knight throwing the fly at redfish.
- #155 – Bobby Vaughn hooks redfish on the PASSPORT spinning rod.

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