



FOR IMMEDIATE RELEASE

Professional Angler Chris Jones Joins Team Bushnell

Jones to Serve as Brand Representative Both On and Off the Tournament Trail

OVERLAND PARK, Kan. – July 2, 2021 – Bushnell®, an industry leader in performance optics, is excited to announce the addition of professional angler Chris Jones to Team Bushnell. Jones, an Oklahoma native, is a lifetime fisherman and hunter who recently finished in 3rd place at the 2021 Academy Sports + Outdoors Bassmaster Classic.

“We are very proud of Chris’ finish at the Classic,” said Carlos Lozano, brand marketing manager for Bushnell. “It’s even more impressive when you consider that he qualified through a Bassmaster Open Series win and that he did it while working a full-time job. His passion for the outdoors personifies the Bushnell brand and helps us connect with the millions of other outdoorsmen who hunt and fish, just like Chris.”

Jones, who started fishing tournaments with his dad at the age of five, has found success in the FLW, the Major League Fishing Toyota Series and the Bassmaster Open Series. With over 20 years of competitive angling experience, Jones has numerous top place finishes, finding success in both the southeast and central regions. Most notably, Jones landed a 3rd place finish on one of the biggest stages of professional fishing last month on Lake Ray Roberts in Fort Worth, Texas. It was here at the Bassmaster Classic that Jones fished alongside a ‘Who’s Who’ list of anglers to take home \$40,000 after hauling in a 45-09lb bag.

Like many anglers, Jones’ love for the outdoors doesn’t stop at the water but extends into the hunting and shooting community. An admitted big buck hunter, when not on the water Jones can likely be found in the deer stand around his hometown of Bokoshe, Oklahoma, hunting with his wife and kids. With his down-to-earth personality, Jones has found a connection to a vast number of fans as well as his fellow Bass competitors.

“Getting to work with Bushnell has a been a dream come true as I have owned and used their products since I was a kid,” said Chris Jones. “Partnering with them made so much sense as there are lots of other anglers who love to hunt and fish just as much as I do.”

To learn more about Jones and his story, be sure to connect with him on the [Bushnell website](#) and see for yourself what makes him such a valued member of the Bushnell team.

About Bushnell

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 70 years. Our guiding principle is to provide the highest quality, most reliable and affordable sports optics products on the market. And, our commitment to outstanding customer service and strong retailer partnerships is unmatched. Bushnell boasts leading market share in all of the sports optics categories, and our products have consistently won design and performance awards. Our product lines enhance the enjoyment of every outdoor pursuit from spectator sports, nature study, hunting, fishing and birding to stargazing. For news and information, visit www.bushnell.com or follow us on Instagram at www.instagram.com/bushnell_official/ and Facebook at www.facebook.com/bushnell.

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