



## **For Immediate Release**

January 6, 2020

### **Ross Evans Joins TFO as New National Sales Manager**

Temple Fork Outfitters is proud to announce Ross Evans as its new National Sales Manager. With over twenty years of proven sales success in the fishing and outdoor industry, Ross joins TFO by way of Shimano North America Fishing, where he most recently oversaw sales throughout the Upper Midwest. Prior to Shimano, Ross was with Navionics Inc. as one of their top Regional Sales Managers.

Ross is an experienced sales force leader with a track record of achievement. He looks now to expand TFO's retail footprint alongside its growing online presence. Ross recently had this to say about his new role... "I'm humbled and honored to join the TFO family and I look forward to the coming years helping make TFO a top national brand in both fly and conventional."

When not on the road, Ross enjoys all seasons in the upper Midwest. Whether fishing in spring and summer, chasing whitetails in the fall or riding snowmobiles and ice fishing in the winter, Ross finds joy in his surroundings at home, as well as in the company of his wife, Mindy, to whom he has been married for twelve wonderful years.

About Temple Fork Outfitters (TFO):

TFO assembled the world's most accomplished, crafty anglers to design a complete line of fishing rods priced to bring more anglers into the sport. Because we believe that anyone who has the fishing bug as bad as we do deserves the highest performance equipment available to take their game to the next level. And in our experience, when we get people connecting with fish, they connect with nature. And they join us in our mission of keeping our rivers, streams, and oceans in good shape for the next generation. There's a new breed of anglers out there. They're smart. They're passionate. They're socially conscious. And they're fishing Temple Fork.

For more information, please visit [www.tforods.com](http://www.tforods.com)

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