

## **Hercules Tires® to Sponsor Professional Anglers Josh Bertrand and Josh Douglas** *Sponsorship extends Hercules Tires brand into competitive fishing for first time*

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FINDLAY, OH January XX, 2019 – Hercules Tires will expand its sponsorship portfolio through partnerships with two professional anglers, adding Josh Bertrand and Josh Douglas to Team Hercules for the 2019 fishing season.

Bertrand is a rising star on the professional fishing scene. The winner of the 2018 Bassmaster Elite at the St. Lawrence River, Bertrand boasts 14 professional-level top 10 finishes, four Bassmaster Classic Qualifications, and a Bassmaster Elite series win. He will be one of the 80 anglers that make up the 2019 New Bass Pro Tour.

“I’m very excited to be a part of the Hercules Tires family in 2019,” said Bertrand. “I log a lot of miles on the road between competitions every year and having Hercules be a part of what gets me where I need to go is very satisfying.”

Douglas is a sought-after guide and experienced professional fisherman. A competitor on the FLW Tour and the Bassmaster Eastern Open, Douglas also owns and operates a guide service on Lake Mille Lacs in his home state of Minnesota, where he has a long history of success in state-level fishing competitions. As he grows his national fishing profile, Douglas also holds regular training sessions on Minnesota, helping anglers master the skills they need to find and catch trophy smallmouth bass.

“As a professional fisherman and as a guide, I have to be able to count on my equipment, and I know I can count on Hercules Tires,” said Douglas. “Hercules Tires have always been a dependable option for me and I’m thrilled to be a part of Team Hercules.”

Bertrand and Douglas plan to use four Terra Trac AT II tires on their trucks as a part of this sponsorship agreement. A versatile, all-terrain tire, the Terra Trac AT II provides the performance fishermen need to reach their preferred fishing spots. These premium tires easily handle the harshest elements in every condition on every surface. Douglas noted that he specifically sought out Hercules Tires for his vehicle because of how well the tires have worked for him in the past.

In addition, Bertrand will deploy four Power ST2 tires on his boat trailer. This specialty trailer tire is designed to reduce rolling resistance and improve fuel economy while promoting long-lasting wear, making it a great addition to trailers hauling loads of all kinds, including bass boats.

“We’re thrilled to have these two talented fishermen on Team Hercules in 2019,” said Nakia Medlin, Hercules Tires director of Marketing. “Both fit perfectly with Hercules Tires, and our partnership will allow us to showcase and extend the Hercules brand to their loyal fan bases. We want to show that Hercules is a quality tire option for everyone who loves the great outdoors, and we’re very excited to share that message with fans of professional fishing everywhere.”

### **About Josh Bertrand**

*Josh Bertrand competes on the Bass Pro Tour and in Major League Fishing among other tournaments that fit his busy schedule. A talented public speaker, Bertrand also makes regular seminar appearances*

*and has been a featured guest on numerous television fishing shows, including those airing on ESPN2, The World Fishing Network, The Sportsman Channel, CBS, and Fox Sports Net. Bertrand is also an accomplished author and is a featured writer for several national fishing magazines. When not on the water, Bertrand enjoys following professional sports, golfing, and staying fit.*

### **About Josh Douglas**

*Josh Douglas is an accomplished guide and professional fisherman. After significant success as a state-level competitor, he began to compete on the FLW Tour and in Bassmaster Open events in 2017 and quickly proved he could duplicate his accomplishments at a national level. Douglas has booked several top 10 finishes, including a third-place finish in the 2018 FLW Tour event in Gilbertsville, KY. An avid teacher as well as a fisherman, Douglas offers hands-on training to aspiring anglers hoping to become more familiar with their equipment. He also offers guided fishing expeditions on Minnesota's famous lakes.*

### **About Hercules Tires**

*Hercules Tires is widely recognized as the industry's premier value brand with a comprehensive selection of passenger, UHP, light truck, medium truck and specialty tires. Since 1952, independent tire dealers and distributors have trusted Hercules to deliver outstanding quality, exceptional support, and unsurpassed value. Hercules is a wholly owned subsidiary of American Tire Distributors, Inc. American Tire Distributors is one of the largest independent suppliers of tires in the North American replacement tire market. The company offers an unsurpassed breadth and depth of inventory, frequent delivery and value-added services to approximately 80,000 customers across the U.S. and Canada.*