

## RoxStar Fishing to Launch Fly Striker for Wholesale Distribution at ICAST 2024

Significant \$1.4 Million Ad Campaign to Boost Brand Awareness for new Retail Dealers



## RoxStar Fly Strikers Proven Nationwide to Out-Fish Any Spinner

Visit the [RoxStar Lures Store](#)

Amazon's **Choice**

for "trout lures"

4.8 ★★★★★

801 ratings | [Search this page](#)

1000+ bought in past month

**Orlando, Florida Jul 9, 2024** ([Issuewire.com](https://www.issuewire.com)) - RoxStar Fishing, the creator of the "Fly Striker" #1 selling Inline Fishing Spinner on Amazon for 2 years straight, is thrilled to announce its participation in ICAST 2024, where it will unveil the Fly Striker for wholesale distribution to brick-and-mortar retailers for the first time. This landmark event marks a major expansion for this family owned company, bringing its highly acclaimed product to a wider audience through retail partnerships.

In conjunction with this exciting launch, RoxStar Fishing is committing over \$1.4 million in advertising over the next 12 months. This strategic investment aims to significantly enhance brand awareness and reach more fishing enthusiasts across the nation. The robust ad campaign will leverage multiple channels, including digital marketing, social media, and traditional advertising, to ensure maximum visibility and engagement.

ICAST 2024 attendees will have the unique opportunity to experience the Fly Striker firsthand and meet the team behind its success. Known for its superior quality and performance, the Fly Striker has already become a favorite among anglers, and this new retail availability will make it even more accessible to the fishing community.

Furthermore, RoxStar is proud to announce its partnership with Flies For Vets, a nonprofit organization dedicated to supporting veterans. For every sale made, RoxStar Fishing will donate one dozen flies to the organization. This initiative helps veterans cope with PTSD by introducing them to the pure serenity of fly fishing in nature.

### **About RoxStar Fishing**

RoxStar Fishing was founded three years ago by Mike James, who originally created the Fly Striker over 15 years ago for his personal use. Committed to unparalleled quality, every product is meticulously made in-house by hand, ensuring the highest standards from start to finish. From the #1 selling Fly Strikers to custom hand-tied flies, RoxStar Fishing continues to set new standards in the sport.

**Going to ICAST 2024? Book a Meeting With The RoxStar Team At Their Booth:** [Click Here To Book Now!](#)

### **Media Contact**

RoxStar USA Corp / Mike James

mike@roxstarfishing.com

9737041323

Source : RoxStar USA Corp

[See on IssueWire](#)