



Thursday October 2, 2014  
Know Fishing™

PRESS RELEASE – ENTERTAINMENT – PRESS RELEASE

**NEW SHOW “KNOW FISHING” PREMIERES ON WORLD FISHING NETWORK OCT. 6 (9:00 – 9:30 p.m., ET)**

Know Fishing™ is comprised of 10 half-hour long episodes each featuring the hosts Dustin Wilks and Dave Wolak as they fish a variety of locations and conditions. The show is set to premiere Monday, Oct. 6 at 9:00 p.m., ET on World Fishing Network (WFN). Additionally, it will re-air 5 times through the week providing viewer with 6 opportunities to catch the show.



Know Fishing™ is filmed during different times of the year on multiple sized lakes, ponds, rivers and creeks to provide bass fishing information relevant to everyone, not just tournament driven anglers. The idea is to give you information you can use regardless of your skill level, region, access to water or budget. The hosts, Dustin Wilks and Dave Wolak are both accomplished anglers with the resumes to back it up, but more importantly, they both have a passion for bass fishing that started at a very early age. They have gone through life putting together patterns and techniques based on the same trial and errors that many anglers and hobbyist fishermen struggle with today, making the information shared on Know Fishing™ extremely

applicable.

In each Know Fishing™ episode the viewer will ride along with Dave and Dustin as they work through the day figuring out how to maximize their day on the water. They will start out letting the viewer know what they are thinking, how they plan to approach the day and why. Then as the day goes on they take time to explain what the fish are telling them, why it's important and what adjustments they need to make based on that information. Each angler will conclude their portion of the show with the “*Now you Know*” segment which provides the viewer with a synopsis of the day, the key factors for success and some additional information the viewer can use in their quest to Know Fishing™.



Know Fishing™ - “The difference between catching and wishing.”

Premiere – Monday, Oct. 6 9:00 p.m. ET

Show Times (all times are ET):

Mondays @ 9:00 p.m.

Tuesdays @ 1:00 a.m. & 12:00 p.m.

Saturdays @ 2:00 p.m. & 11:00 p.m.

Sundays @ 3:30 a.m.

**Connect with us on social media:**

Facebook.com/KnowFishing

Instagram.com/KnowFishing

Know Fishing™ is produced by Dustin Wilks, Dave Wolak and Brett Latta

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