



FOR IMMEDIATE RELEASE

CONTACT: Live Eyewear Newsroom
Phone: 805.782.6427
Email: mhouser@liveeyewear.com



COCOONS PRO STAFF MAKE GUEST APPEARANCES AT ICAST 2011

San Luis Obispo, CA. – Live Eyewear announces special guest appearances by Bassmaster Elite anglers Mike Iaconelli and Ish Monroe at ICAST 2011, July 13-15 at the Las Vegas Convention Center in Las Vegas, Nevada. The Cocoons Pros are popular fan favorites and will be signing autographs at the Fisherman Eyewear booth #2433 throughout the event. Visit www.facebook.com/liveeyewear for additional event details. Fans are invited to stop by, chat with the pros and view the latest additions to the Cocoons polarized sunglasses collection for 2011-2012.

Mike Iaconelli has been fishing his entire life, making his mark as a professional B.A.S.S. angler in 1994 when he was crowned winner of the NC Top 100 Amateur Division. His success continued in 2003 as Bassmaster Classic Champion, and 2006 when he was named Bass Angler of the Year. He enjoys developing knowledge on numerous lakes, reservoirs, and rivers throughout the country. Mike spends approximately 200 days a year on the water. He enjoys guiding part-time, writing fishing articles and designing lures. Mike also participates in numerous fishing shows (including his own show “City Limits Fishing”) and seminars throughout the year when he is not spending time with his family.

Ishama “Ish” Monroe found his passion for bass angling while learning from his father on the waterways of the Delta in Northern California. He developed his skills to become a premiere flipping and top water angler, then proceeded to dominate local tournaments prior to establishing his reputation as a true competitor on the national B.A.S.S. circuit. Ish has made his mark on the tournament trail with numerous championship wins and is the host of his nationally televised fishing show called “Yo Ish!”

Mike Iaconelli and Ish Monroe recently completed the extremely competitive Bassmaster Elite Series tournament schedule and celebrated their qualification for the 2012 Bassmaster Classic. The Classic is known as the most prestigious bass fishing event in the world and is scheduled to be held in Shreveport, Louisiana, February 24-26, 2012.

Fisherman Eyewear is the official distributor of Live Eyewear sunglasses and clip-ons in the US fishing market. The company features the full line of Cocoons® polarized eyewear, which is recognized worldwide as the leader in “fits over” sunglasses designed for anglers and water sports enthusiasts who demand peak performance and extended wear comfort.
