



ROCKS TREADS PARTNERS WITH 2019 WORLD FLY FISHING CHAMPIONSHIPS

Made in Montana aluminum-traction system named "Official Traction" of 39th FIPS-Mouche World Fly Fishing Championship



(Red Lodge, Montana)—Rock Treads, the only aluminum-traction system made for any boot, is pleased to announce it has been named "The Official Traction" of the [39th FIPS-Mouche World Fly Fishing Championship](#) to be held in Tasmania, Australia, November 30–December 8, 2019. Nearly 30 teams from across the globe will compete over five days to win to win Gold, Silver and Bronze individual and team medals. Rock Treads will outfit each team with its durable U.S.-made aluminum discs ensuring competitors maintain traction while fishing in some of the slickest and hardest to wade waters in the world.

"Having Rock Treads at the championships only makes sense for everyone involved," says Malcolm Crosse, director of the 2019 World Fly Fishing Championship. "We will keep our competitors safe and allow them the ability to access all of Tasmania's beautiful rivers and streams to catch the most fish our island has ever experienced!"

Rock Treads attach to any shoe or boot with a custom Lock Down Installation method that assures a lifetime hold. All of the Rock Treads packaging is made from recycled-paper products, soy-based inks and most of the screws are made from recycled cars in Ohio while all assembled and distributed from Montana.

"We couldn't be more excited to be invited to the 2019 Championships," says Rock Treads co-founder Forrest Rogers. "The opportunity for us to play a part in the competition and to be on hand in such a beautiful setting to watch 200 of the world's best fly fishermen battling it out on the water will be the fulfillment of some big dreams for our Rock Treads team. We're excited about having the chance to see our products put to the test in this important forum. We're planning on seeing lots of dry anglers and lots of fish brought to net!"

The World Fly Fishing Championships bring together the world's best competitive fly fishermen and is organized by Fips-Mouche, a division of CIPS. More than 30 countries are represented each year with over 200 anglers present. This is the 39th annual World Championship, the second in Tasmania.

About Rock Treads

Rock Treads is an aluminum traction system that allows fishermen to have wading traction on with any boot or shoe. Our patented shape and multiple installations methods assure a lifelong hold to any type of wading boot or shoe, no matter the brand. For more contact: Forrest Rogers forrest@rocktreads.com (406) 426-0620 www.rocktreads.com