**Hawg Lawg™ Bank Line Pole Inventors, “The MudbuM Boys” to Star in New Outdoor Television Series**

**Des Moines, IOWA** (9/15/14) – MudbuM™ LLC, inventors of the Hawg Lawg™ bank line pole, officially signed a television contract to appear in their own show on the Pursuit Channel. “The MudbuM Boys”, a new outdoor focused TV series, is set to air nationally on Mondays at 9 p.m. EST starting Dec. 29th.

The MudbuM Boys TV show focuses on five Iowa natives who are close friends, work together in a place they call The Shack, and take camping adventures on the river in search of the Pylodictis Olivaris, otherwise known as a flathead catfish. The cast, full of colorful personalities, includes, Reid “Red” Baker, Niles “Willie” Bailey, Aaron “Shiner” Creger, Blaine “Crash” Garrett, and Jeff “Leadfoot” Kipling. Garrett and Kipling are co-founders of the Hawg Lawg bank line pole (otherwise known as a ditty pole).

The concept of the Hawg Lawg was hatched over a bonfire five years ago when Garrett and Kipling were camping after a long day on the river. The duo acted upon their new idea, and after a lot of sweat equity, the idea became a reality when they released the product to the marketplace in July. The revolutionary ditty pole brings together an old-school method of catfishing with a new school approach. With all parts 100 percent made in the USA, the pole is the first product of its kind on the market and is built for catching record-breaking catfish, without all of the hassles of knots and tangled lines traditionally associated with ditty pole fishing.

“From launching the Hawg Lawg to the market to our new TV deal, it’s been a big year for us and a wild ride – we are very excited for our TV series starting in December. It will be the culmination of all the hard work we have put in over the past five years,” said Garrett, president of MudbuM. “Ditty pole fishing is not a big industry like rod and reel fishing is, so there is also an educational component to our show, which is introducing new people to our passion for being in the mud catching monster flatheads. People will not believe their eyes when they see the beasts that live in these rivers.”

The Hawg Lawg features durability with unmatched strength and is completely reusable, knot-free and tangle-free – saving time and hassles on the river. The all American made catfishing system can catch smaller fish for the frying pan all the way up to record-breaking, trophy catfish. MudbuM promotes CPR (catch, photo, release), only taking a few smaller fish for consumption and releasing the bigger fish (10-plus pounds) to maintain a proper breeding stock.

“We follow a ‘code of the river’ to ensure quality fisheries for our future generation and generations to come by promoting CPR and anytime we see trash on the river we pick it up,” said Kipling. “Our TV show will help not only promote this ideology, but also show a new generation as well as the fishermen who spend hours of their time manufacturing their own poles from anything they can find, like we used to do, a new way to fish with the Hawg Lawg. The Hawg Lawg simply allows fishermen to have freedom on the river to do with it what they will. Fishing is in our blood, but it’s not all about that, it’s also about the amity among our friends and taking the time to have some fun, which is exactly what our show is about.”

To learn more about The MudbuM Boys and the Hawg Lawg, visit [www.mudbumusa.com](http://www.mudbumusa.com) and for the latest updates, like them on Facebook or follow them on Twitter. Check out the promo for the new TV show [here](http://vimeo.com/95301061).

**Contacts:**

Sean Neugent,

Public Relations, Performance Marketing

Phone: 515-273-2483, [seann@performancemarketing.com](mailto:seann@performancemarketing.com)

**About the Pursuit Channel**

The Pursuit Channel, [www.pursuitchannel.com](http://www.pursuitchannel.com), is active in more than 42 million U.S. television households including HD linear and robust OTT feeds. It is the only audited outdoors television network viewable to every *DIRECTV (604 PRST)* and *DISH Network (393 PRST)* subscriber. MOOSE Media, [www.moosemedia.tv](http://www.moosemedia.tv), directs sales and marketing efforts for Pursuit.

**About MudbuM LLC**

Established in 2014, MudbuM™ LLC consists of five friends, “The MudbuM Boys,” who have a deep-rooted passion for the outdoors and catching catfish out on the river. Inventors at heart, the group began the process of starting their own company back in 2009 after discussing around a campfire all the hassles of tying knots and tangled lines, traditionally associated with ditty pole fishing. For the past five years the group has spent countless hours inventing and perfecting an old-school method with the ditty pole into a new-school approach – the Hawg Lawg. The Hawg Lawg is the strongest, most convenient, fully integrated, reusable, tangle-free bankfishing system in the world. All Hawg Lawg products are 100 percent made in the USA. To learn more about Mudbum LLC products or for more information on what ditty pole fishing is, please visit [www.mudbumusa.com](http://www.mudbumusa.com).