

Exmark Mowers Joins Ike Live



Source: www.TurfMagazine.com

BEATRICE, Neb. – Exmark Manufacturing is excited to announce their sponsor partnership with professional bass fishing superstar, Mike Iaconelli of the hit original fishing talk show, Ike Live.

A live, digital experience, Ike Live airs twice a month at MikeIaconelli.com. Guests range from the stars of professional fishing, to national sports and entertainment celebrities who love the outdoors. The partnership will be announced during the next show airing on Jan. 26, 2015.

Exmark will utilize the Ike Live digital platform to further its commitment to solidifying their brand with the nation's most active outdoor enthusiasts, as 75 percent of Exmark's existing customers consider themselves to be avid fishermen.

Exmark will be unveiling a Take Back Your Weekends-branded content campaign and associated video submission contest (open for entries April 1-June 30) that will include an all-expense-paid fishing trip with Mike in his hometown of Philadelphia, Pennsylvania. Exmark will also be distributing original Iaconelli video content through a network of national websites and publisher exchanges, as well as driving endemic and mainstream awareness of this initiative through a far-reaching broadcast, digital and print advertising campaign.