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For Immediate Release

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## **NorCross Named Official Marine Electronics Company of the Rolex/IGFA Offshore Championship Series**

Orlando, Florida - January 1, 2001 - NorCross Marine Products, innovators of wireless marine electronics, has teamed with the International Game Fish Association (IGFA) by becoming the official marine electronics sponsor of the 2001 Rolex/IGFA Offshore Championship Series. The championship series is a saltwater tournament consisting of over 60 qualifying events held around the world, with the culminating championship held in Hawaii.

The IGFA was founded over 61 years ago. Their mission is to improve the sport of fishing with conservation efforts, educational programs, and encouragement of youngsters to enter the sport. An elected international committee of over 300 sport fishermen represents the IGFA in fishing areas around the world. International committee members are liaisons between recreational fishermen, fishing clubs, and fishery agencies.

NorCross Marine Products manufactures marine electronics for outdoor enthusiasts with innovation and customer focus in mind. Their two distinct product lines are HawkEye Portable Freedom and NorCross Wireless Freedom.

For samples and more information, visit NorCross's online pressroom at [norcrossmarine.com](http://norcrossmarine.com) or contact Randy Carey, Marketing Director, at 888-NORCROSS (x140), or email [rcarey@norcrossmarine.com](mailto:rcarey@norcrossmarine.com).



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