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FOR IMMEDIATE RELEASE

**STRIKE KING PROS RECEIVE “ROYAL” TREATMENT WITH  
ADDITION OF SPORTS MEDICINE TEAM**

Huntsville Hospital & The Orthopaedic Center provide  
unique service and medical edge to team.

Like other professional athletes, professional anglers endure a physically grueling and demanding schedule. Countless hours of standing, twisting, bending, and lifting take their toll on an angler's body. To assist its pro staff, Strike King Lure Company has partnered with Huntsville Hospital and The Orthopaedic Center (Huntsville, Alabama) to develop a sports medicine and injury prevention program. Now, Strike King's elite anglers have access to the same level of care that other professional athletes receive.

What does this mean for Strike King? It means that Strike King pros will have what no other professional anglers have - access to certified athletic trainers and orthopaedic physicians for all their musculoskeletal needs. These medical resources are available year-round and just a phone call away. Professionals like Mark Menendez and Shaw Grigsby have already taken advantage of this unique medical program. Minimizing the aches and pains of each angler means more time on the water.

The Orthopaedic Center (TOC) and Huntsville Hospital have developed one of the premier sports medicine programs in the Southeast. TOC certified orthopaedic physicians and Huntsville Hospital certified athletic trainers are the official sports medicine providers for the majority of high schools, colleges and professional teams throughout north Alabama and south central Tennessee. The same high level of care will be available to Strike King pro anglers.

Additional benefits include annual orthopaedic exams, as well as comprehensive treatment and rehabilitation for orthopaedic problems. Also, certified athletic trainers will be on site at regional bass tournaments to offer assistance to Strike King anglers.

On behalf of Huntsville Hospital and The Orthopaedic Center, we are excited to be part of the Strike King team and look forward to serving its elite pro staff members!!!