



Simms to Present the 2020 Cheeky Schoolie Tournament

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North Adams, MA — Cheeky Fishing is excited to announce that Simms Fishing Products will be the Presenting Sponsor of the 2020 Cheeky Schoolie Tournament. Now in its 9th year, the Cheeky Schoolie Tournament is the largest fly fishing tournament in the world.

“We’re thrilled to have a powerhouse brand like Simms presenting this year’s tournament,” stated Ted Upton, Founder and CEO of Cheeky Fishing. “What makes the event so unique is that it’s low barrier to entry—no boats allowed. It’s a wade fishing only tournament by rule making Simms the perfect partner.”



The Cheeky Schoolie Tournament, hosted on Cape Cod, is a wade fishing only, fly fishing only, catch and release only event. “It’s about the fish,” says Upton. The Schoolie Tournament’s mission is to raise awareness and dollars for the fishery and conservation while also ensuring all participants leave the event with more knowledge about striped bass and best practices for catch and release. The Schoolie Tournament donates all proceeds to Strippers Forever, a non-profit conservation organization seeking game fish status for wild striped bass, and KeepEmWet Fishing, a science-based 501(c)(3) non-profit providing education on the best practices for catch and release.

“In a relatively short period of time, the Cheeky Schoolie Tournament has evolved into one of the most recognizable fly fishing tournaments in the country, so partnering with the event is a total win-win” says Simms’ Northeast Community Leader, Rex Messing. “One of the main pillars of Simms’ #FishItWell brand position is to give back to our waters in meaningful and impactful ways to ensure future generations have the same privilege of fishing that we have been so fortunate to enjoy. The emphasis this tournament places on best catch and release practices and the financial support that goes back to great conservation causes such as Strippers Forever dovetails perfectly with our overarching mission of inspiring the world to fish.”

The conservation focus is one reason why the event has become so popular. Registration for the 2020 event opened on January 30th, and by the next day, over 600 participants had already signed up. With new rules designed to protect the fish and a new outdoor tented venue, the 2020 event is shaping up to be the best yet.

If you would like to participate in the 2020 Cheeky Schoolie Tournament, registration is still open on the Cheeky Fishing website. “Grab a friend and come on out,” says Upton. “All you need to participate is a buddy, a good attitude, and a set of waders.”

The 9th annual Cheeky Schoolie Tournament takes place May 15 - 16th, 2020 in Dennis, MA. For more information, please visit: <https://cheekyfishing.com/pages/schoolie-tournament>.

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