

“QUEST FOR THE FLOAFERS”

Floafers Joins Legendary Football Coach Jimmy Johnson’s “Quest for the Ring” Fishing Tournament.



More than 600 anglers vying for a piece of \$1.2 million prize purse at Jimmy Johnson’s Atlantic City “Quest for the Ring” Championship Fishing Week added a pair of Floafers to their tackle boxes.

The brand, known for its water-friendly footwear, was one of the high-profile sponsors of the sportfishing event which took place from July 12–17 at the Frank S. Farley State Marina at the Golden Nugget hotel in Atlantic City, N.J.



The debut event was co-created by Pro Football Hall of Fame coach Jimmy Johnson, the second leg of a sister world-class fishing tournament held annually in South Florida. In addition to prize money, both events include entry into Johnson’s Ring of Honor where an annual championship ring is awarded.



Overall, 80 teams competed in the event, with 11 taking home a piece of the purse. There were 56 fish weighed in and 111 marlins released in the Catch & Release division, which benefited the



Recreational Fishing Alliance in partnership with Yamaha Outboards.

“We were honored to be included in this new tournament, sharing Jimmy’s love for fishing,” said Larry Paparo, CEO of Floafers. “Even the best fishermen and fisherwomen need top-notch equipment to get the job done and that includes Floafers. These lightweight foam looks keep crews safely on deck due to a unique design that allows water to drain through mini ports on the upper while also sporting slip-resistant rubber bottoms. And even if your catch slips away, you’ll never lose your Floafers since they naturally float in water.”





Johnson, an avid fisherman, joined tournament participants in receiving a complimentary pair of Floafers Country Club Driver for Men, the brand's signature style. He was also eager to step into a pair of Floafers' Chairman Bit loafer, a dressed-up style that works with casual to tailored wear. In return for Floafers support of the event, Paparo was among the sponsors that took home a football signed by Johnson.



According to Todd Roy, co-founder of the event, sponsors like Floafers were instrumental in its launch. "The right kind of sponsors are key to having good participation," said Roy. "When Floafers offered shoes to all the participants these anglers then [asked], when do we sign up for next year's event. We're believers in the [shoes], love them, and were excited when they came on board. We appreciate what they did and hope in turn they had a good experience."



The event wasn't limited to veteran anglers. Adding excitement to the tournament was basketball great Michael Jordan, owner of the Catch 23, an 80-foot, \$8 million convertible Viking sportfishing yacht. Roy noted Jordan has also participated in the Florida tournament. "When he participates it creates a buzz for everybody," said Roy. "People love to see celebrities and that's great for us. It's lots of fun to have someone like Michael. He creates energy that makes the tournament more visible."



The event was a partnership of Meet AC, Atlantic City Convention Visitor's Bureau, and the Atlantic City Sports Commission. It scheduled to return in July 2022.