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PORTLAND, Ore. Nov. 9, 2017 – BnR Tackle of North Plains, OR is proud to announce the release of its Northwest Steelheaders edition soft fishing beads, just in time for winter steelhead fishing in the Pacific Northwest. BnR Tackle has partnered with the Northwest Steelheaders to create a custom color and packaging that features the Northwest Steelheaders logo. This bead will be available in sizes of 8-20 mm at retailers everywhere as well as at www.bnrtackle.com. All proceeds will be donated to the Association of Northwest Steelheaders, Oregon's oldest non-profit angling and conservation association.

BnR Tackle approached Northwest Steelheaders' leadership in August 2017 with the idea of co-branding a steelhead fishing bead specifically to help the association and promote fishing and conservation in the northwest. BnR Tackle co-owner Brandon Wedam said, "I've always admired the work of the Northwest Steelheaders, and my brother Ryan and I were looking for a way to show our support of the group beyond just donating. That's how we came up with the idea of a Northwest Steelheaders bead."

The Northwest Steelheaders is grateful to BnR Tackle for their support, and is excited by this opportunity. "We're humbled by this gracious offer," said Executive Director Bob Rees. "The Northwest Steelheaders depends on the generosity of its members, volunteers, and donors to pursue our goals of making sure there are places to fish and fish to catch, and BnR's offer of partnership really touched us."

BnR Tackle is owned and operated by brothers Brandon and Ryan Wedam. Their passion for fishing and the outdoors led them to found a tackle company focused on salmon and steelhead products. Their signature Soft Beads have a natural feel and neutral buoyancy, which mimic real eggs in the water. BnR Tackle works with industry experts to continually develop and improve their products, and has expanded from Soft Beads to Steelhead worms with a pre-manufactured hole for easy threading and a line of twitching jigs. Visit www.bnrtackle.com to learn more about the company and their products. BnR products are also available at outdoor retailers and tackle shops throughout the northwest.

The Association of Northwest Steelheaders is Oregon's oldest non-profit conservation and angling association, founded in 1960. The Northwest Steelheaders works to improve fisheries through waterway conservation and advocacy, improving public access to fisheries, and educating the public about the importance of protecting the Pacific Northwest's salmon and steelhead. The Association of Northwest Steelheaders also works to educate the public about angling in conjunction with the Oregon Department of Fish and Wildlife through fishing clinics and its annual Family Fish Camp. Visit www.nwsteelheaders.org to learn more about the association and its efforts.