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MACK'S LURE, INC. ADDS DIGITAL TECHNOLOGY COORDINATOR
Ransford joins the team after two years with the Seattle Mariners

WENATCHEE, Wash. — “Grandpa,” the little boy said, “what do you call that one that’s got that sparkling thing in the center? The trout seem to like it the best of all.”

“Britton,” his grandpa answered, “that one is called a Wedding Ring. And you’re right about the fish loving it. I usually get more fish on that thing than anything else every time I go fishin’.”

Today that once little guy who eyeballed his first Mack’s Wedding Ring a long time ago is himself the newest member of the **Mack’s Lure, Inc.** executive team. His name is Britton K. Ransford and he takes on the title of Digital Tech Coordinator for Mack's Lure, Inc.

Now 26 years old, Ransford was born in Wenatchee, Washington, the city where Mack’s Lure is headquartered. He joined the Mack’s staff early this year.

Britton attended Washington State University where he graduated in 2012 with a major in Communications and minors in Sport Management and Business Marketing. Upon graduation, Ransford took a job as a Publisher for Yahoo! Sports, running a Washington State website on the Rivals.com network covering football, basketball and recruiting.

The subscription-based website grew exponentially during his time there, surpassing 500 subscribers in two years. After two years in journalism, Ransford was hired by the Seattle Mariners as their Digital Media Coordinator.

Ransford was the voice of the Mariners' social media platforms, which reached an audience of nearly 2 million followers on a daily basis, and also handled graphic design for social media, email marketing, website landing pages and television. The Mariners Twitter account was nominated for Best Social Media Personality in Major League Baseball alongside stars Bryce Harper, David Ortiz and others.

Following his two-year stint with the Mariners, Ransford took a position with Q13 FOX News as their Digital Sports Producer, working behind the scenes on televised Seattle Seahawks, Seattle Sounders and Seattle Thunderbirds broadcasts in a producing role, while also managing the new stations' social media accounts.

Ransford grew up in Chelan where his passion for fishing began. While still a casual fisherman at the time, he spent his summers on Fish Lake near Leavenworth at his cabin fishing for trout.



Now working for Mack's Lure, Inc., Ransford has already spent hours on area lakes with the Mack's Lure staff. As the picture here shows, that includes staff members from company president Bob Schmidt on down. That dandy stringer full of walleye and perch you see below came out of Banks Lake not long ago. Ransford is shown at the left.

Britton mentions being especially appreciative of time he's also had to spend with veteran Mack's Lure staffers like Bobby Loomis and Lance Merz.

"I'm excited to join the Mack's Lure family," Ransford says. "Being able to come back home and work for a company who makes the lures that filled my grandfather's tackle box growing up is truly special. I'm joining the team at a time of rapid growth, and I'm eager to contribute my digital marketing experience to extend our reach throughout the industry."

"We're excited to have someone with the proven abilities and the past experience Britton has had," says Mack's Lure president Bob Schmidt. "Now he's got a fishin' rod in his hands instead of being associated behind the scenes with teams like the Mariners. But you just watch. We're betting he'll be 'knocking a few out of the park' for us too!"



For more information, contact Mack's Lure at (509) 667-9202 or media@mackslure.com. More information is also available online at mackslure.com. All Mack's Lure press releases can be found online at mackslure.com/press-releases.php.