



Presented by  LEUPOLD.

JAN. 29<sup>TH</sup> -  
FEB. 2<sup>ND</sup>, 2025

Washington  
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# SHOW HIGHLIGHTS

## 3D Archery Challenge, Steelhead River, Randy Newberg Headline 2025 Washington Sportsmen's Show® Presented By Leupold

**Puyallup, WA** – Washington's largest sportsmen's show, the Washington Sportsmen's Show presented by Leupold, returns to the Washington State Fair Events Center, January 29 - February 2, 2025. "We're bringing the Steelhead River back and we've added a 3D archery shoot to this year's line-up", started Bill O'Loughlin, President of O'Loughlin Trade Shows.

The Steelhead River is the world's only indoor river with live steelhead as part of the feature. "Just like any stream, our indoor river has current seams, boulders and fish holding structure these steelhead use, just like they would in nature", O'Loughlin said.

In addition to the indoor stream are a collection of expert steelheading pros sharing their steelhead and trout fishing expertise daily in the river.

New for 2025 is the inaugural 3D Open Archery Challenge. There's a \$5,000 purse in play with \$2,500 for 1st place, \$1,500 for 2nd place and \$1,000 for third place. There's also a Youth Division for archers 14 and younger. Thanks to Archery World, these young competitors can win a variety of high-end bows and archery equipment. Both divisions 1st place winners also earn an heirloom quality custom belt buckle. The "Challenge" is to achieve the highest score shooting 3D targets at varying distances. There's a registration fee of \$45 for Open Division archers and \$25 for Youth competitors that includes entry into the show with qualifying rounds on Wednesday through Saturday and finals on Sunday.

Public lands advocate and hunter Randy Newberg is back to share his deep experience in public lands big game hunting. Randy's a national treasure and highly regarded in hunting circles across North America. He'll be presenting seminars daily from Thursday to Sunday. For seminar times and topics visit [www.TheSportShows.com](http://www.TheSportShows.com).

The Les Schwab Kids Free Trout Pond continues to be one of the most popular features at the show. Kids 12 and younger fish for free and can take up to two trout home. Everything's provided, even a plastic bag for kids to take their trout home. The Les Schwab Kids Free Trout Pond has become a generational feature with grandparents who caught their first trout at the pond bringing their grandkids to catch their first fish. The Les Schwab Kids Free Trout Pond is a memory-maker.

Another iconic feature, the Head and Horns Competition, promises hundreds of spectacular prizes ranging from guns and a gun safe to knives, footwear and optics. Bring in your horns, antlers, bear or cougar skull or turkey beard and let our certified measurers score your trophy. The cost is \$40 and with it you're entered into the competition. There are dozens of divisions and even a prize for the smallest antler or horns entered. Special thanks to these Head and Horn Sponsors: Leupold, Fort Knox, Danner, Benchmade, RMEF, Savage Arms, LaCrosse.

Everyone wins with the Western Washington Toyota Dealers Association Fistful of Cheaters promotion. It's free to participate. Just check-in at the Toyota booth and take your turn at the tank filled with Beau Mac Cheaters, a popular salmon and steelhead lure. Grab a handful and drop them into the cup. All the Cheaters that land in the cup are yours' to keep, if one of them has a Toyota logo on it you win an additional prize...and there are hundreds that will be given away! Fishing rods, camp gear, apparel, flashlights, crab traps and more will be awarded.



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Thanks again to our friends from the Western Washington Toyota Dealers Association, Brett Stoffel is back for another year to the Washington Sportsmen's Show! The information and expertise Brett Stoffel shares could save your life. Brett's a renowned survival expert and delivers daily seminars at the shows. In addition to his seminars you'll find him in his survival display at the Western Washington Toyota Dealer's booth in the Showplex. Brett's happy to show you some basic skills and discuss survival gear and techniques with you. He also has a number of very useful survival kits and items for sale in his booth.

The Washington Sportsmen's Show's new demonstration tank is something to behold. Loaded with live walleye and some other local species, top NW fishing pros conduct seminars on top of the tank. It's a rare opportunity to see, up-close, how various lures and techniques work. Mack's Walleye Tank is a full 34' long and 5' deep with a state-of-the-art aeration system and constant current that keeps the fish healthy and safe while at the show.

"This may be the very best seminar series we've assembled for this show", O'Loughlin observed, "New topics, great speakers and four different seminar venues at the show combine to make this the most complete seminar series anywhere in the country." From national hunting figure Randy Newberg and steelhead fishing icon, Bill Herzog to expert blacktail hunter, David Riley and Duane Inglin of Fish, Hunt Northwest, there are more than 40 pros sharing their expertise in this year's Washington Sportsmen's Show seminar series. You'll find the full list of seminars, times, seminar speakers and topics at [www.TheSportShows.com](http://www.TheSportShows.com).

The Washington Sportsmen's Show boat sale continues to grow and has become a show-within-a-show. "This is the biggest fishing boat sale in Washington", said O'Loughlin, "we've added more dealers which has grown the selection and brands offered at the show considerably. For anyone in the market for a fishing boat this is the place to be."

One of the biggest draws of the shows is the thousands of sale items at the show in the more than 400 exhibitors. The show's grown considerably this year from previous years and there's expected to be hundreds of new items introduced at the show. New lures, apparel, optics, crab gear, rods, hunting equipment, boats, ATV's and outdoor equipment will be making their debut at the Washington Sportsmen's Show. Hunters and anglers alike look forward to making their season-starting buys at this show --- it is, without a doubt, the biggest fishing and hunting sale of the year thanks to manufacturer and dealer incentives that result in show-only prices.

General admission into the show is \$15. Youth, 6 to 16 years of age is \$5 and 5 years and younger get into the show FREE. There's a military admission discount of \$8 for anyone with a valid military ID. There's a \$2 admission discount coupon available through the website ([www.TheSportShows.com](http://www.TheSportShows.com)) to download and bring to the ticketing window at the show. Parking is always free.

Show hours are Wednesday-Thursday, 10AM-6PM, Friday-Saturday, 10AM-7PM and Sunday, 10AM-4PM. Complete show information, tickets, seminar times, topics and speakers are available at [www.TheSportShows.com](http://www.TheSportShows.com).