

# First ‘Million Dollar Man’ Larry Nixon of Bee Branch, Arkansas retires from the Bassmaster Elite Series

BIRMINGHAM, Ala. — Bassmaster’s first “Million Dollar Man,” Larry Nixon of Bee Branch, Ark., is stepping away from the Bassmaster Elite Series in 2024. Nixon decided at the end of the 2023 season that his health would not allow him to compete at his usual high standard.

“The Elite Series grind is more than most people could ever imagine,” said Nixon. “The elements of professional bass fishing are some of the toughest things in all of sports. Over the course of my career I’ve worn out two thumbs, a shoulder, a heart, a knee and an elbow due to competitive repetition.

“My health is OK, but, believe me, everything is just worn out. It’s become really difficult to just do normal things like tie knots

“Coming back to B.A.S.S. was one of the highest points of my career,” he said. “Year 46 — or whatever year this is — was absolutely fantastic. The fans at B.A.S.S. are unlike anything else in the sport. It was honestly like I never left...”

and other little things.”

Nixon’s return to the Bassmaster stage in 2023 was much anticipated by the fans of the sport, the anglers and Nixon himself.

“Coming back to B.A.S.S. was one of the highest points of my career,” he said. “Year 46 — or whatever year this is — was absolutely fantastic. The fans at B.A.S.S. are unlike anything else in the sport. It was honestly like I never left.

“The camaraderie, the kids (and) the other Elite competitors all made me smile a lot this year because of the reception I got all year.”

With 14 B.A.S.S. wins and over \$1.66 million in career earnings, Nixon cemented his legacy as one of the all-time greats in professional bass fishing.

Nixon’s consistency on the trail has been unmatched. For 12 sea-



Two-time Bassmaster Angler of the Year and 14-time B.A.S.S. champion Larry Nixon of Bee Branch, Ark., who returned to the Bassmaster Elite Series in 2023, has announced his retirement. (Photo by B.A.S.S.)



Larry Nixon is all smiles when it comes to his B.A.S.S. Elite and winning career. (Photo by B.A.S.S.)

sons between 1977 and 1988, Nixon never ranked lower than eighth in the Angler of the Year points standings. For nine consecutive years — 1979-1987 — he was in the Top 5, with AOY titles coming in 1980 and 1982. In addition to winning the 1983

state in the United States except for one in my time and (have) also been to Japan three times, which is really cool to say.”

While this may be the end of Nixon’s career fishing the Bassmaster Elite Series, he plans to take this time to relax and fish more with friends.

To read more about Nixon’s legendary career, visit Bassmaster.com.

Connect with #Bassmaster on Facebook, Instagram, Twitter and TikTok.

About B.A.S.S.

B.A.S.S., which encompasses the Bassmaster tournament leagues, events and media platforms, is the worldwide authority on bass fishing and keeper of the culture of the sport, providing cutting edge content on bass fishing whenever, wherever and however bass fishing fans want to use it.

Headquartered in Birmingham, Ala., the 500,000-member organization’s fully integrated media platforms include the industry’s leading magazines (Bassmaster and B.A.S.S. Times), website (Bassmaster.com), TV show, radio show, social media programs and events. For more than 50 years, B.A.S.S. has been dedicated to access, conservation and youth fishing.

The Bassmaster Tournament Trail includes the most prestigious events at each level of competition, including the Bassmaster Elite Series, St. Croix Bassmaster Opens Series, TNT Fireworks B.A.S.S. Nation Series, Strike King Bassmaster College Series presented by Bass Pro Shops, Strike King Bassmaster High School Series presented by Academy Sports + Outdoors, Bass Pro Shops Bassmaster Team Championship, Yamaha Rightwaters Bassmaster Kayak Series scored by TourneyX, Yamaha Bassmaster Redfish Cup Championship presented by Skeeter and the ultimate celebration of competitive fishing, the Academy Sports + Outdoors Bassmaster Classic.

“I’ve had the chance to educate fans and anglers across every state in the United States except for one in my time and (have) also been to Japan three times, which is really cool to say.”

Bassmaster Magazine for exposure, to being on television on TNN, to where the sport is today — has been truly amazing.

“I’ve had the chance to educate fans and anglers across every

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American Outdoors Brands, Inc. staff members handed out special custom gifts, hats, and gift cards to veterans. (Photo/Courtesy: AOB).

service our current military personnel and veterans have given us. On behalf of American Outdoor Brands, thank you. We will be forever indebted to our American veterans for their patriotism, love of country, and their willingness to sacrifice for the benefit of each of us and for our way of life.”

In order to recognize and share appreciation for veterans beyond the company, AOB employees were invited to create hand-

written thank you notes which were delivered to the Harry S. Truman Memorial Veteran’s Hospital. In addition, AOB will donate to Honor Flight, an organization that transports veterans to Washington D.C. to visit monuments in their honor.

About American Outdoor Brands, Inc.

American Outdoor Brands, Inc. (NASDAQ Global Select:

AOUT) is an industry leading provider of outdoor products and accessories, including hunting, fishing, camping, outdoor cooking, shooting, and personal security and defense products, for rugged outdoor enthusiasts. The company produces innovative, top quality products under its brands BOG®; BUBBA®; Caldwell®; Crimson Trace®; Frankford Arsenal®; Grilla Grills®; Hooyman®; Imperial®; LaserLyte®; Lockdown®;

“We enjoy tremendous freedoms in the U.S., including the ability to operate and grow companies like American Outdoor Brands, because of the generous gift of service our current military personnel and veterans have given us. On behalf of American Outdoor Brands, thank you. We will be forever indebted to our American veterans for their patriotism, love of country, and their willingness to sacrifice for the benefit of each of us and for our way of life.”

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Fans Can Buy Tickets to Experience All-Star Event in Orlando and See Top Players in AFC Versus NFC Competition That Includes Action-Packed Flag Football and Pro Bowl Skills, Such as Gridiron Gauntlet and Move the Chains

Visit [ProBowl.com/tickets](http://ProBowl.com/tickets) for tickets starting at \$45

NEW YORK — Nov. 9, 2023 — For the first time in three years, the National Football League will return to Orlando for the 2024 Pro Bowl Games presented by Verizon.

Starting now, fans can buy tickets to the in-person event on Sunday, February 4, at Camping World Stadium and catch the NFL’s best players represent their team, city and conference in the unforgettable all-star competition. Fans can visit [ProBowl.com/tickets](http://ProBowl.com/tickets) to buy tickets, which start as low as \$45.

The 2024 Pro Bowl Games, hosted in partnership with Florida Citrus Sports, Orange County and the City of Orlando, will be a multi-day AFC versus NFC competition. On Sunday, February 4, starting at 3 p.m. ET, ticketholders will get to watch the best-of-the-best compete live and in person, as they show off their on-field and off-field skills in unique competitions that will culminate in action-packed flag football, led by head coaches Peyton and Eli Manning. Sunday’s event will also be televised from 3 p.m. to 6 p.m. ET on ESPN, ABC, Disney XD, ESPN+ and ESPN Deportes.

Ticketholders will have access to Sunday’s slate of events, featuring:

**AFC versus NFC flag football.** Pro Bowl Skills, including:  
**Gridiron Gauntlet:** A full-field relay race between six AFC players and six NFC players who show off their athletic prowess in a challenging obstacle course. They’ll break through walls, crawl under doors and climb over barriers to get to the final sled push across the field with the ultimate goal of finishing first.  
**Move the Chains:** An offensive and defensive linemen strength and speed competition that takes strategy and teamwork. Players must work together to move 3,000 pounds of weights off a massive wall and be the first team to pull that 2,000-pound wall across the finish line.  
**Postgame trophy celebration.** On-site fan activations, including a celebrity DJ, live interviews with players, giveaways and the chance to win exclusive viewing experiences on the field.  
A key evolution of last year’s reimagined Pro Bowl Games was the shift from a traditional tackle game to flag football and **Pro Bowl Skills**. As one of the world’s fastest-growing sports, flag football was recently confirmed on the program for the

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