

Al and Ron Lindner Celebrate 40 years of Sportfishing on Television

What is the driving force behind Al and Ron Lindner's relentless love for the sport of fishing? And what has propelled their 40 years of educating anglers on how to catch fish?



Brainerd, MN— While the name of the show has changed several times over the past four decades, Al Lindner is still sporting his trademark smile and beard, and his desire to educate anglers on how to catch fish remains a constant.

In 1970, three years after returning from Viet Nam, a 25-year-old Al Lindner first appeared on his own television show sharing his love and passion for the sport of fishing. The show was filmed and directed by his brother Ron Lindner, and included his young 10-year-old nephew, James Lindner. This first family of fishing has continued to inspire anglers on-air every year without fail ever since.

In those early days, Al and Ron showcased truly groundbreaking fishing information via spectacular underwater action footage of lures and fish, while pioneering the capture of actual live strikes. Graphically, they explained the relationship between underwater structure and proper lure presentation and over the years introduced viewers to an array of new angling products like graphite rods, flashers, paper graphs, LCDs, underwater cameras, GPS, electronic mapping and side imaging. This highly educational format became their hallmark and continues today.

Not surprisingly, viewers and marketing partners continue to come back year after year. When the Lindners began their television career, their original sponsors included outdoor industry giants Rapala, MinnKota, Lund, and Mercury—these same folks are still on the air with the Lindners in 2010.

“Over the past 40 years, Al and Ron Lindner have contributed greatly to the growth of the Rapala brand and the Rapala business. The Lindners flat-out know how to catch fish, and when they catch them with our lures on television, their enthusiasm is SO GENUINE—IT’S CONTAGIOUS! Anglers trust and believe in these guys. At Rapala, we share their passion for the sport of fishing and really appreciate our friendship and partnership. It’s been a good run together, but it’s far from over -- we still have more great years ahead.”

**Tom Mackin
President, Rapala USA**

In order to keep the show fresh, the creative forces behind Lindner's award winning programming, Al, Ron, Daniel and James Lindner work with their staff, expert anglers, friends and family alike. The synergy that is created keeps the show on the cutting edge of fishing.

At the end of every episode the Lindners share a short inspirational message that has touched many lives across the country evidenced by letters like the following: ***“...my wife and I were watching Lindner's Fishing Edge tonight and were both moved by that famous last two minutes of the show. At a time when the economy has seemingly imploded, business is straining and it's so easy to say the glass is half empty, it sure is a timely reminder of where our attention should be fastened...in all of this—it's a timely re-focus.”*** Jeff K., Wisconsin

The Lindners celebrate their 40th season on television when Lindner's Angling Edge premieres Saturday January 2nd, 2010 at 10:00 AM Eastern time on Versus. Check local listings for Lindner's Fishing Edge schedule.

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