



MEDIA RELEASE

SOUTHWEST FLORIDA FISHING GUIDES LAUNCH DIGITAL TV SHOW AND EXPLORE SOME OF NORTH AMERICA'S BEAUTIFUL FISHERIES

Charlotte Harbor, Fla. (Aug., 09, 2018) – Two accomplished and respected Southwest Florida fishing guides recently launched a television fishing show called *Guidelines TV*. Hosts Capt. Jeremy Lee of Sarasota and Capt. Jay Withers of Port Charlotte offer viewers a look inside the passion that drives these two full-time fishing guides as they travel to some of North America's most beautiful fisheries. The digital-based outdoor program streams on [Waypoint Outdoors TV](#) and is available to viewers at any time through various platforms such as Amazon Fire TV, AndroidTV, Apple TV, Google Play, Roku, and Xbox. The series can also be viewed on [YouTube](#), and [Angler HQ](#).

The series premiered July 5 with the episode titled "Back-Up Plan." Following Subtropical Alberto, the captains took a day off from guiding to pursue tarpon and snook in Charlotte Harbor. Things did not go as planned and they did what other experienced guides do, find an alternative that resulted in a productive day on the water.

The hosts come from different upbringings and over the years, they have competed against each other in fishing tournaments. Their respect and appreciation of fishing and Charlotte Harbor has united them to create *Guidelines TV*.

"Charlotte Harbor is a special place to me because it's where I go to wind down. It's a beautiful

old Florida feel. You get back into some of these islands and you forget you're on the west coast of Florida with millions of people. It's a neat fishery and special place and something that I think and would hope will be preserved for many centuries to come," Capt. Jeremy Lee said.

"As a kid, on those summer days when I was sitting next to my grandfather and reeling in fish after fish, I never imagined it would lead me to my dream career as a fishing guide," said Capt. Jay Withers, and added, "*Guidelines TV* is an avenue to share our passion and knowledge. Airing the show on Waypoint Outdoors TV means viewers can watch the show at their convenience. And because of social media, we can interact with viewers, share what we know, answer questions, and in a way, bring them along on our journey."

Capt. Jeremy Lee was born and raised in Sarasota and grew up fishing the sugar-white sand beaches of Siesta Key. He began guiding in 2009 and has a reputation as a fierce tournament competitor. He guides the west central coast of Florida from Tampa Bay to Charlotte Harbor.

Capt. Jay Withers was born in Middletown, Ohio, and fished his first bass tournament at the age of 20. He moved to Florida and became a full-time fishing guide in 2003. Capt. Jay guides in the waters of the world-famous Boca Grande and is an expert in rigging techniques as well as tackle components.

Guidelines TV features stunning cinematography and Colorblind Media out of Venice, Fla., produces the series. (www.colorblindmedia.com). Show partners are Maverick Boat Group; Yamaha; AmeraTrail; John Couto, CFP®, of Harbor Advisors Wealth Management Group of Raymond James; Power-Pole; and Punta Gorda/Englewood Beach Visitor & Convention Bureau.

Two episodes are currently available for viewing on Waypoint Outdoors TV (<https://www.waypointtv.com/fishing/guidelinestv/>) and 10 more episodes will be added over the next few months through the end of the year. A new season will begin in early 2019.

Connect with Guidelines T.V.:

www.guidelinstv.com

[Facebook.com/guidelinesTV](https://www.facebook.com/guidelinesTV)

[Instagram.com/guidelinstv/](https://www.instagram.com/guidelinstv/)

[YouTube.com/channel/UCHZgQtT6s2Z8J7EjEW1tJ0g?](https://www.youtube.com/channel/UCHZgQtT6s2Z8J7EjEW1tJ0g?)

Link to image:

<https://www.dropbox.com/s/9a16zyoswgnelf3/GuidelinesTVHosts-CaptJayWitherswithRedfishCaptJeremyLee.jpg?dl=0>

Cutline:

Guidelines TV hosts Capt. Jay Withers and Capt. Jeremy Lee and a redfish caught in Charlotte Harbor.

Credit: GuidelinesTV.com

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Contact:

Jennifer Huber

Punta Gorda/Englewood Beach Visitor & Convention Bureau

Tel: (941) 743-1900 or jennifer.huber@charlottecountyfl.gov