



Rod and Arrow is a website for all things hunting, fishing and outdoors.

Rod and Arrow is a website for outdoor enthusiasts to gain knowledge and ideas to apply to their favorite outdoor activities. The website will feature embedded videos from our YouTube channel covering a variety of topics from hunting and fishing tips to wild game recipes. Not only will we feature our own material but we'll also share articles and videos that we found informative and interesting. There will also be a section for hunters and fishermen to submit pictures, stories and tips from their own experiences. The goal of Rod and Arrow is to provide an educational and entertaining media source for all outdoorsmen.



**Dennis the Weekend Fisherman**

Enjoys fishing with friends a few times a month during the spring and summer.



**Richard the Avid Hunter**

October 1<sup>st</sup> is his favorite day of the year because that means he can finally get out in the stand and start hunting.



**Allison the Thoughtful Wife**

Not big on outdoor activities but her boyfriend is, and she takes pride in getting him the best equipment for his birthday.

**Comps**

