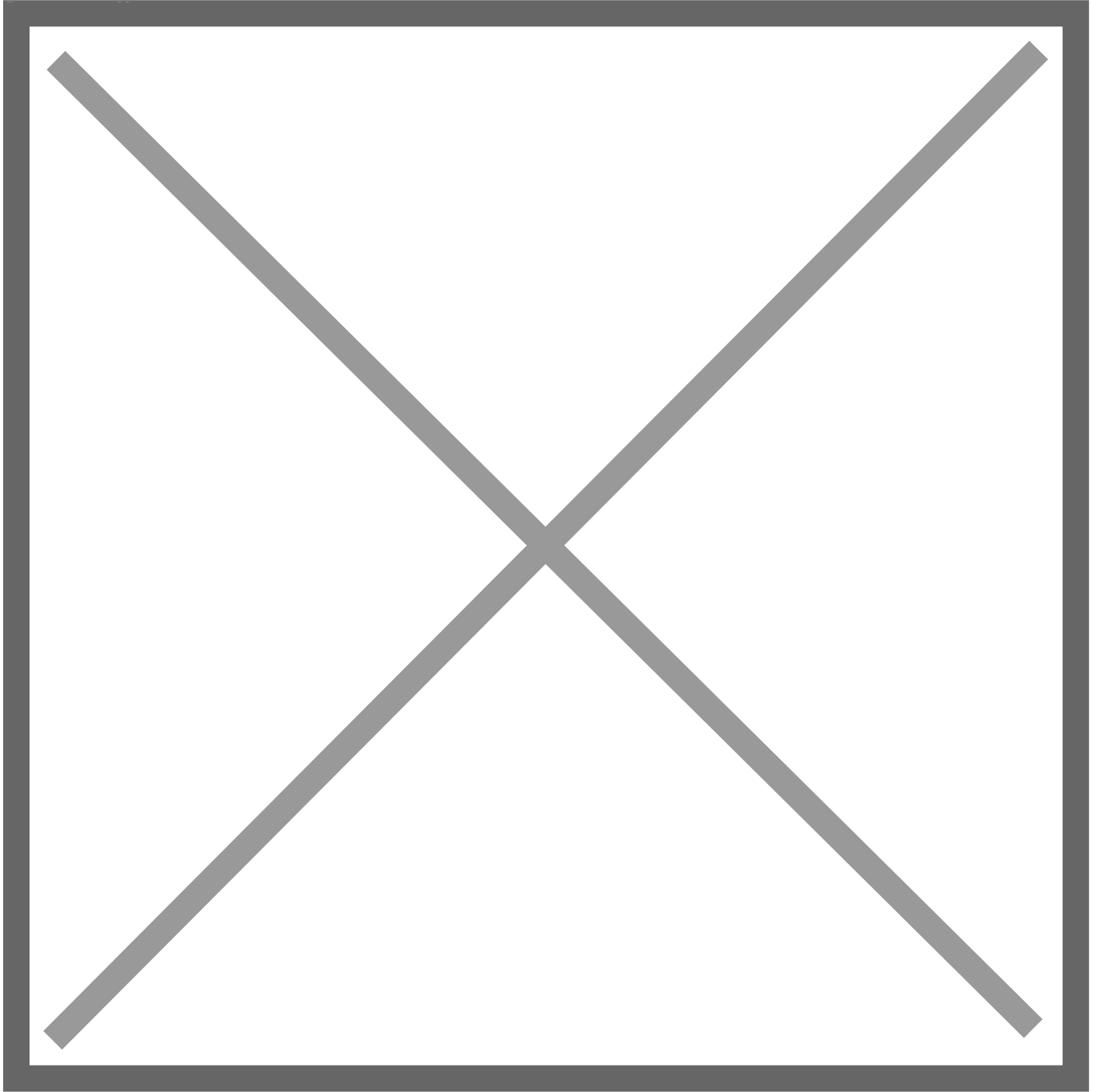


Team Toyota Hooks Historic Trio of Trailblazing Female Anglers

August 20, 2024

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Kristine Fischer, Anastasia Patterson, and Maggie Jo Carsello raise the tide for women in outdoor sports

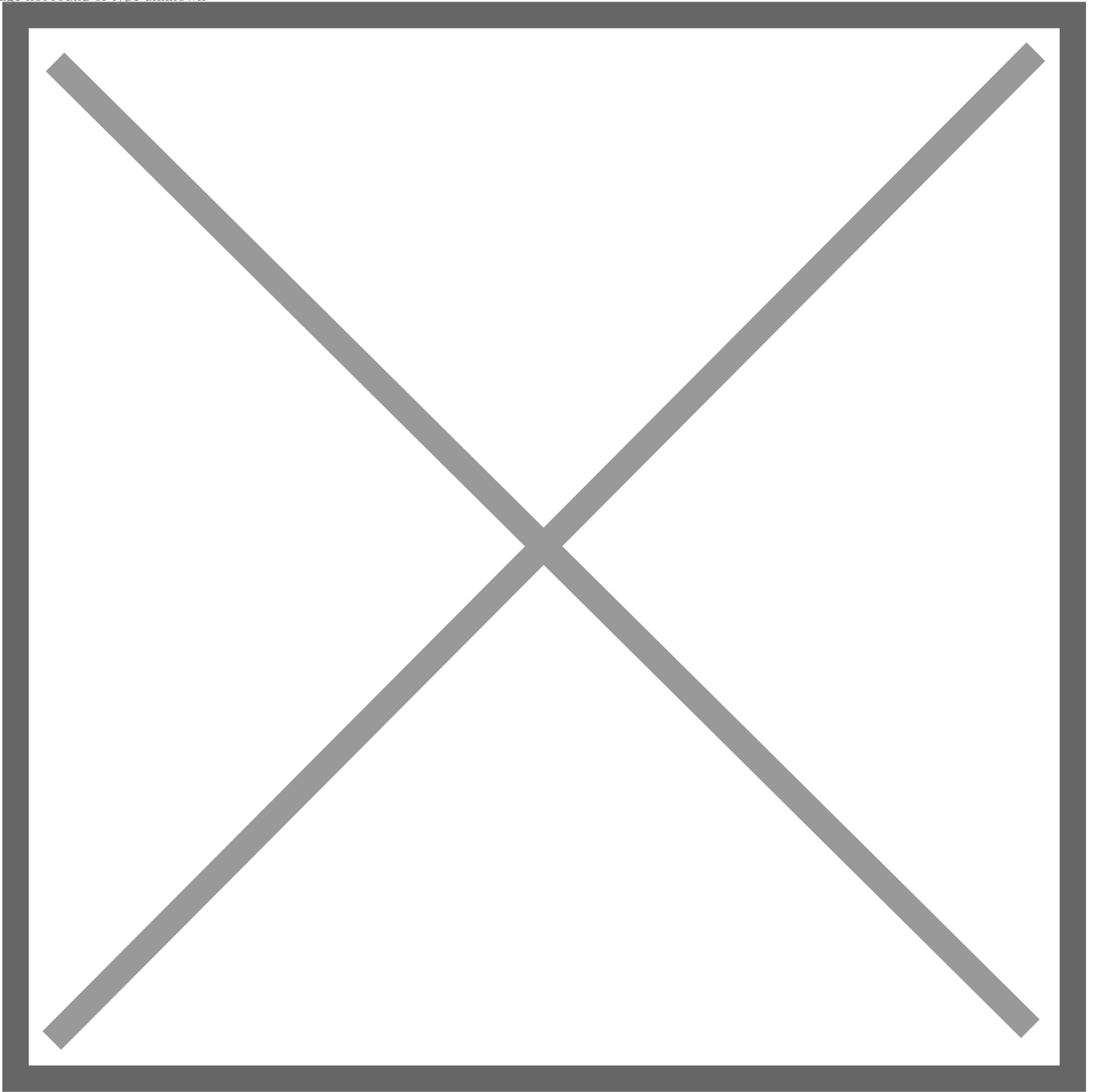
Grab your fishing poles – Toyota is making waves in the angling world! Team Toyota has just landed three exceptional female anglers—Kristine Fischer (center), Anastasia Patterson (right), and Maggie Jo Carsello (left)—onto their talented athlete roster. These trailblazing ladies are set to change the perception of outdoor sports. They are the first female anglers to join Team Toyota, marking a monumental step in empowering women in competitive fishing.

Toyota and its longtime partner, Bass Anglers Sportsman Society (B.A.S.S.), recently launched BassmastHER, a thrilling new initiative that brings together a passionate community of female anglers to inspire confidence, education, travel, lifelong friendship and memories. This program supports the growth and advancement of women in fishing, aligning with Toyota’s commitment to representation and excellence in sports, whether on land or water.

B.A.S.S. is on a mission to champion female anglers aspiring to compete at the pro level, and they’ve struck gold with Fischer, Patterson, and Carsello.

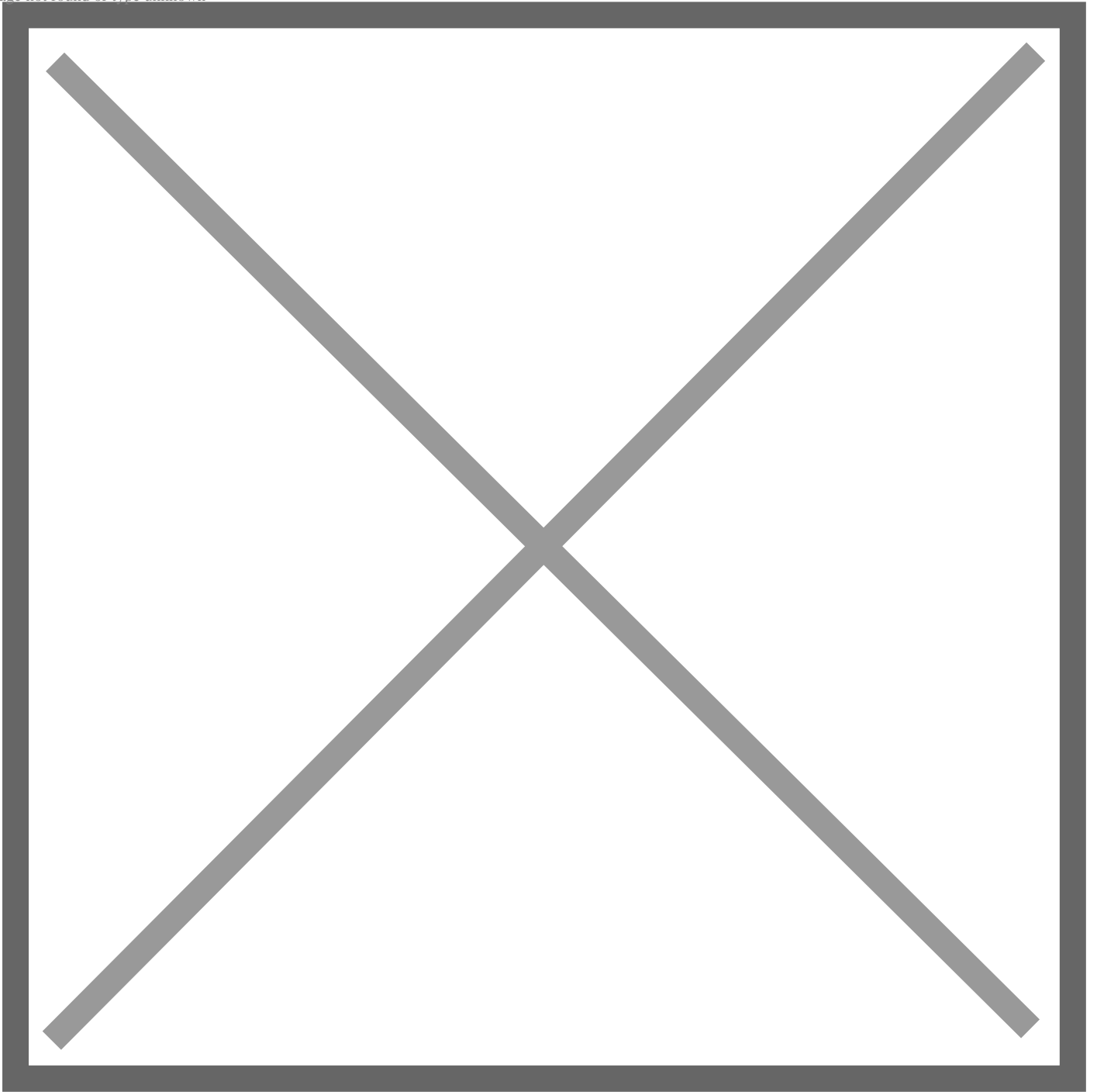
Meet the Anglers

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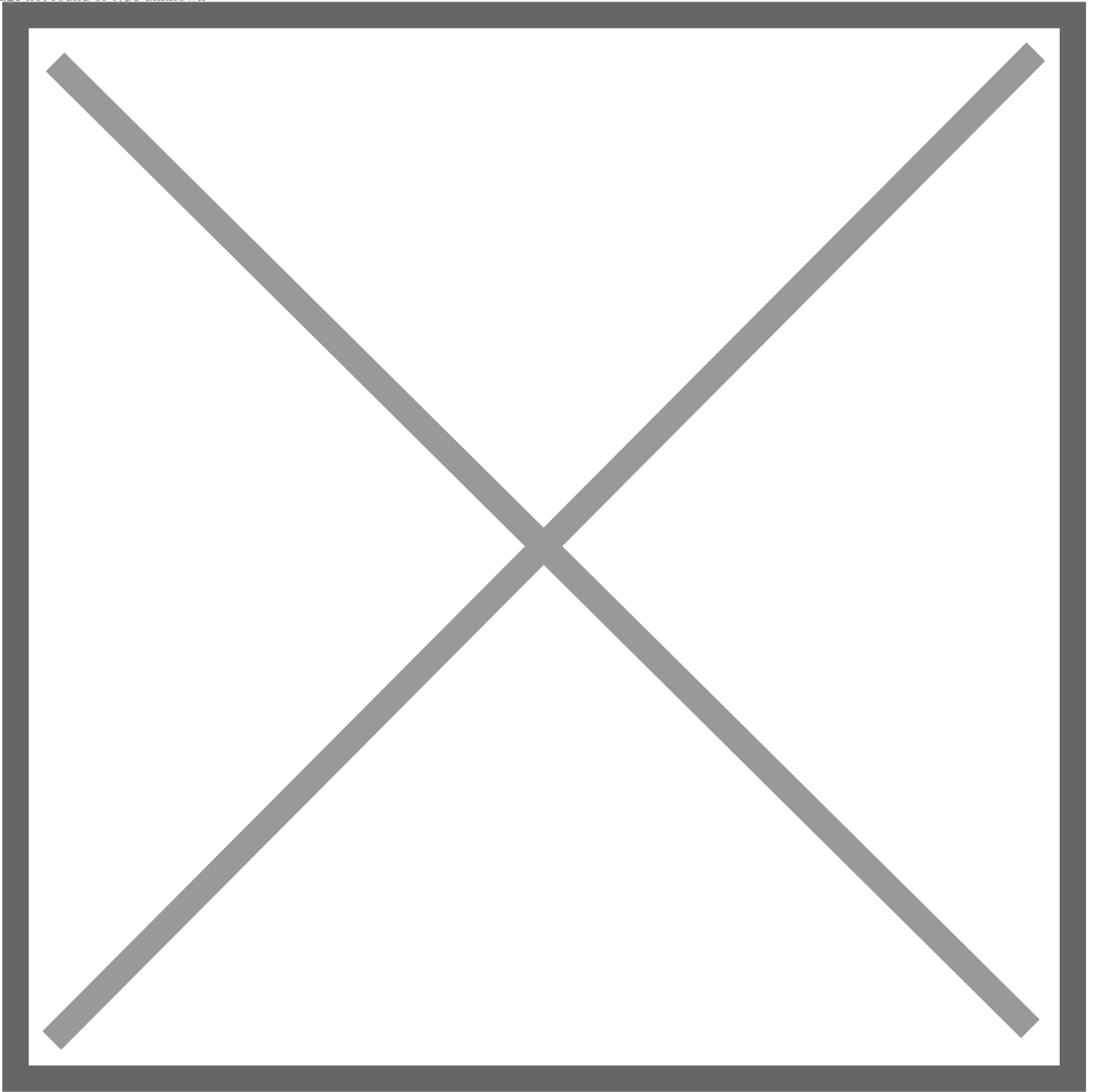
Kristine Fischer from Weeping Water, NE, is an outdoor enthusiast with a purpose. She's all about sharing her knowledge and experiences to break the stereotypes in this male-dominated sport. Kristine is a full-time pro angler and the first woman to win a national tournament and qualify for the Hobie Worlds.

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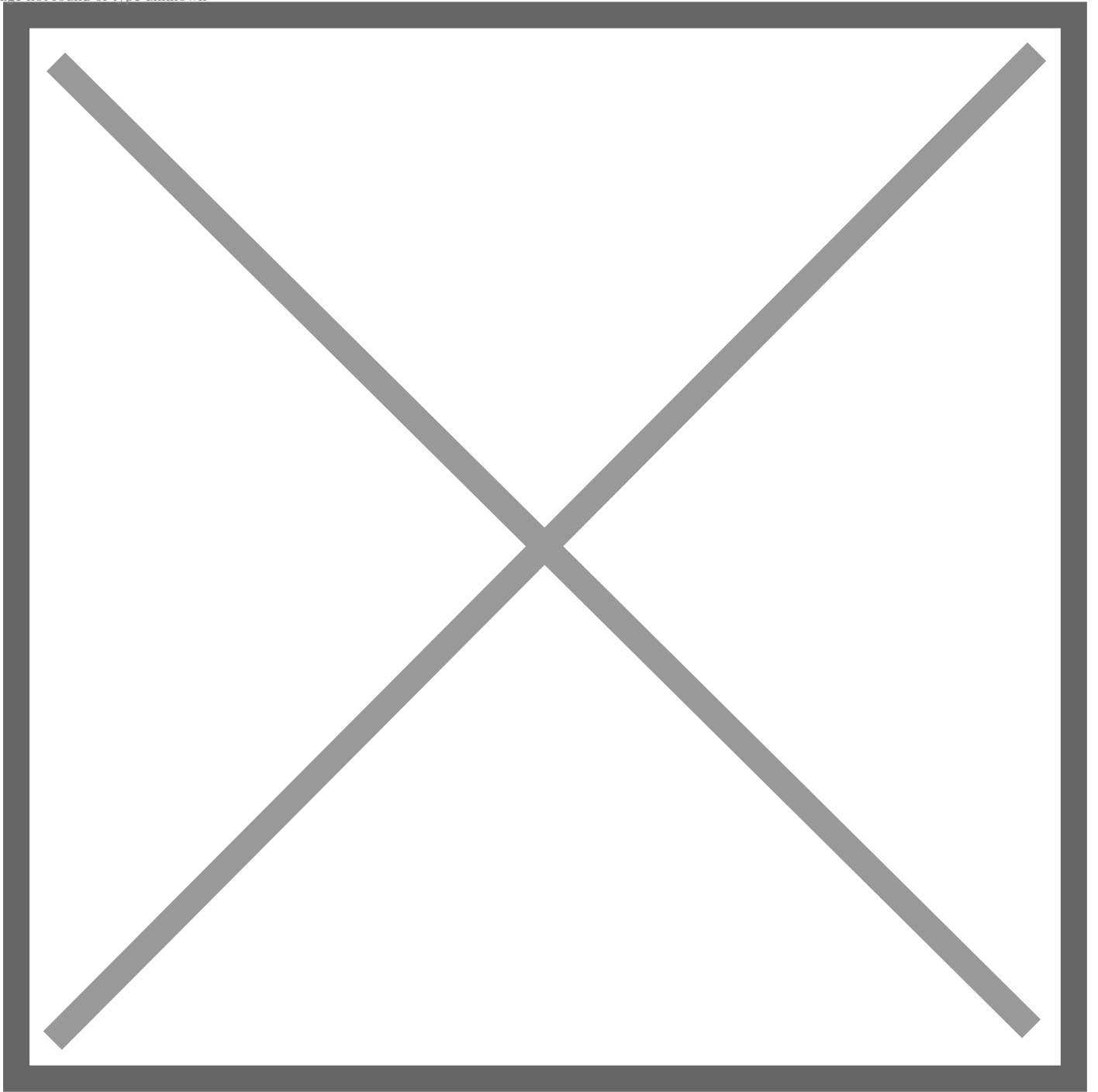
Anastasia Patterson from Sumter, SC, is on a mission to empower girls to hit the water and start fishing. She's all about encouraging young women to dive into the sport.

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Maggie Jo Carsello from Madison, WI, aims to inspire women to claim their space on the water. She believes it should be normal to see women anglers competing at the highest levels, saying, “The fish on the other end of my line doesn’t know I am a woman.”

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Breaking Barriers and Defying Stereotypes

This partnership is about making a statement. It's about women unapologetically claiming their space in fields where they are often underrepresented. By showcasing these dominant athletes, Team Toyota is encouraging girls and women everywhere to pursue their passions.

“Kristine, Anastasia, and Maggie are three exceptional women who perfectly encapsulate the BassmastHER vision, and we're thrilled to welcome them to Team Toyota,” said Dedra DeLilli, group manager of Sponsorship Marketing at Toyota North America. “Their stories will give girls and women the confidence to start their own

outdoor adventures.”

Looking Ahead

Fischer, Patterson, and Carsello are ready to take on Bassmaster Opens, Nation, and Kayak Series from 2024 to 2026, competing as part of Team Toyota. But Toyota’s commitment doesn’t stop there. Toyota is actively creating a network of support for women within the fishing community by providing opportunities at the tournament level, skill-sharpening workshops to learn about bass fishing tournaments and careers in the fishing industry, and showcasing female anglers on the professional circuit on B.A.S.S. channels.

Here’s to breaking barriers, catching big fish, and inspiring the next generation of female anglers.