

HOOK & BARREL MAGAZINE LAUNCHES UNIQUE VIDEO SERIES THAT COMBINES HUNTING AND MUSIC

Hook & Barrel Magazine launches a unique video series that combines the exhilaration of predator hunting with a soundtrack by Hook & Barrel's favorite musicians

DALLAS, TEXAS, UNITED STATES, July 25, 2024 /EINPresswire.com/ -- Hook & Barrel Magazine® is thrilled to announce the launch of its first-ever video series, "[The Hook: Lights Out.](#)" This exciting new series combines the exhilaration of nighttime predator hunting and outdoor adventuring with an eclectic mix of music by Hook & Barrel's favorite musicians, as well as a nostalgic nod to VH1's classic Popup Video series. The Hook: Lights Out"

consists of four adventure-filled episodes, each designed to entertain viewers while showcasing the process and products involved in the sport, as well as featuring the unique blend of hunting and music that Hook & Barrel Magazine is known for. The bands included in the series are

Whisky Meyers, Heartwreckers, Southall, The Weathered Souls, Caleb Lee Hutchinson and Clayton Anderson.

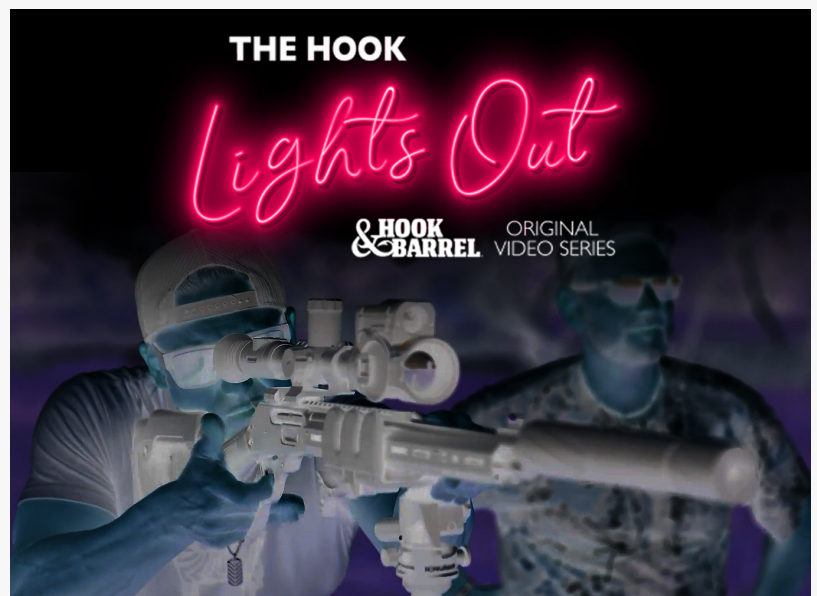
“

This is an experience even non-hunters can enjoy—fresh music, fun facts, humor, continuous action and zero ego!"

John J. Radzwilla

"At Hook & Barrel we like to do the unexpected and decided to shake things up a bit," said John J. Radzwilla, Hook & Barrel's co-founder, editor-in-chief and CEO. "Most of today's hunting videos go something like this: There's an animal, a lot of whispering, dramatic zoom-ins, the animal disappears for half of the show, and then there is a final

spotting followed by high-fives and trophy photos. Roll the credits. Nothing changes. Our team collaborated with friends at various record labels in Nashville (and sometimes even with the



Hook & Barrel releases the first of its kind hunting video series

artists directly) to create something uniquely Hook & Barrel. This is an experience even non-hunters can enjoy—fresh music, fun facts, humor, continuous action and zero ego!"

Each episode of "The Hook: Lights Out" includes popup-style facts and trivia, giving viewers interesting insights and behind-the-scenes information about the hunt, the gear, the location and the music. This fun and unique approach adds an extra layer of engagement and fun, making the series a must-watch for both hunting enthusiasts and music lovers alike.

"The Hook: Lights Out" is currently viewable on Hook & Barrel Magazine's website. All four episodes are available to binge now at hookandbarrel.com. Viewers can stay up to date on other upcoming exciting and exclusive Hook & Barrel video series by subscribing to [Hook & Barrel's YouTube channel](#).

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Hook & Barrel heads out on an epic Texas adventure that includes hunting hogs and coyotes at night



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