



Wade Middleton

Wade Middleton is the President and Co-owner of Careco TV and Careco Multimedia-Entertainment, recognized as one of the largest outdoor media production and marketing companies in the United States. With decades of experience in the outdoors and media, he has worked as an on-air talent and producer for various television programs and events. Middleton is known for his expertise in managing events, creating fishing tournaments, designing sales programs and media planning. He has also helped bring new products to market while sharing his love for the outdoors through his media platforms.

Currently, he hosts several shows, including Bass Pro Shops Fisherman's Handbook, Americana Outdoors Presented by Garmin, Yamaha's Whitetail Diaries, Cabela's DeerGearTV, and Fishing and Hunting Texas. Additionally, he co-owns organizations like The National Walleye Tour, Texas Team Trail and the Inshore Fishing Association. Middleton also directs operations for events like The Bass Pro Shops Collegiate Bass Fishing Championship.

Originally from Oklahoma, Middleton served in the U.S. Air Force and has been active with various non-profit organizations. He has received numerous awards across different fields and supports hunting and fishing initiatives nationwide. Middleton's contributions to the Murray State College Bass Fishing program have been instrumental in its success. His guidance and support have helped elevate the program, providing students with invaluable opportunities in competitive fishing and fostering a greater appreciation for outdoor sports.