

The University of Tennessee Press Announces the Publication of “From Out of the Smokies: Stories of Fly Fishing and Life” by Charlie Tombras

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The University of Tennessee Press is pleased to announce the upcoming publication of “From Out of the Smokies: Stories of Fly Fishing and Life” by Charlie Tombras, available in hardcover, paperback, and ebook formats on August 12, 2025. While saddened by the news of Tombras’s recent passing, the Press is honored to publish his memoir as a testament to his lifelong passion for fly fishing and the outdoors.

Though Tombras is best known for his longtime leadership of the Tombras Group, *Ad Age*’s 2025 agency of the year, his new memoir, “From Out of the Smokies: Stories of Fly Fishing and Life”, gives readers a chance to get to know the author on a more personal level. In this book, Tombras recalls many adventures he’s taken throughout his life, from camping in the Smoky Mountains as a boy to serving in Vietnam as a young man, to fishing for brown trout in Argentina. These moving stories paint a picture of a man who despite his accolades and accomplishments knew that business wasn’t everything.

Tombras had an appreciation for nature that spanned his eight decades. He earned several world records in fly fishing, but his passion for the sport outweighed any chartable achievements. In “From Out of the Smokies,” the author’s fishing experiences impart lessons in character, friendship, and loss that will inspire outdoor enthusiasts and general readers alike.

Charlie Tombras passed away on July 2, 2025. Before his passing, Tombras arranged to have the royalties from his book donated to the Tombras School of Advertising and Public Relations at the University of Tennessee, Knoxville. Named for Tombras and his father, Charles Tombras, Sr., in 2022, this school of the College of Communications and Information was the university’s first ever named department.

The book features an epilogue by president of the East Tennessee Historical Society and friend to Tombras, Dr. Warren Dockter, as well as an afterword by Dooley Tombras, Charlie’s son and CEO of the Tombras Group.

“From Out of the Smokies: Stories of Fly Fishing and Life” is available for preorder at utpress.org and wherever books are sold.

To connect with the publisher for more information, review copies, and media inquiries please contact:

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About The University of Tennessee Press:

The University of Tennessee Press is the Volunteer State’s book publisher, committed to preserving and promoting the rich cultural and intellectual heritage of Tennessee and the region. Through their focused publishing program, they strive to deepen appreciation for the communities, ecosystems, and histories that make this place unique. Ultimately, their mission is

to enlighten readers, foster cultural dialogue, and improve the quality of life for the people of Tennessee and around the world. The University of Tennessee Press is a division of the University of Tennessee Libraries.

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