



## News Release

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### **Sportsman Channel builds commitment to Gulf of Mexico**

*\$5,000 contribution kicks off efforts to restore Gulf habitat through Sportsman Fund*

**HOUSTON, TEXAS** – Gulf of Mexico habitat restoration efforts received another shot in the arm this week when Sportsman Channel announced a \$5,000 contribution directly to the Sportsman Fund, a special fund it created with Coastal Conservation Association (CCA) to benefit Gulf Coast habitat in the wake of this summer's oil spill. The pledge is in addition to the Sportsman Channel's commitment to funnel this year's proceeds from the monthly fee of every new Sportsman Channel SD and HD a la carte subscriber on DISH Network to the Sportsman Fund.



“A healthy and vibrant Gulf of Mexico is important to all of us, and we are thankful to have a partner like Sportsman Channel that has such a clear vision for what needs to be done over the long term to achieve that goal,” said Patrick Murray, CCA president. “Their generosity in not only creating the Sportsman Fund, but also seeding it with \$5,000 shows that this company is run by sportsmen, for sportsmen, to promote the tradition of conservation.”

Sportsman Channel, the leader in outdoor TV for the American Sportsman, announced earlier this month that the network is available as an a la carte option on DISH Network Ch. 395. To help bring awareness and support to Gulf restoration efforts, DISH Network offered a free preview of Sportsman Channel during September. Outdoor enthusiasts can subscribe to Sportsman Channel a la carte by visiting [www.dish.com](http://www.dish.com).

“Continual funding of the Sportsman Fund is very important to us to ensure it stays top-of-mind among the media and our community alike,” said Gavin Harvey, Sportsman Channel CEO. “We have more plans for this fund; the DISH Network collaboration is just one piece of the puzzle. The Gulf may not get back to its original form – our intentions are to make it better.”

CCA has worked closely with government and regulatory agencies since the beginning of the Gulf oil disaster to ensure the Gulf's habitats, fishing industries, marine life and resources are adequately represented and supported. CCA's history and experience in marine habitat restoration and coastal conservation will continue to be a vital component in the recovery and restoration of Gulf marine resources.

“We continue to see signs of progress and hope across the Gulf of Mexico, but there is still much we can do to help ensure a steady recovery through research and habitat restoration,” said Murray. “The real work starts now, and thanks to the Sportsman Channel, CCA volunteers along the Gulf Coast will be even more prepared to implement projects that best benefit the resource.”

**SPORTSMAN CHANNEL:** Launched in 2003, Sportsman Channel is the only television and digital media company fully devoted to the more than 82 million sportsmen in the United States, delivering entertaining and educational programming focused exclusively on hunting, shooting and fishing activities. Sportsman Channel is now available in HD, check with your local cable or satellite provider. Acquired by InterMedia Outdoors Holdings in 2006, Sportsman Channel reaches 27 million U.S. television households and is a part of the nation's largest multimedia company targeted exclusively to serving the information and entertainment needs of outdoors enthusiasts. Visit [www.thesportsmanchannel.com](http://www.thesportsmanchannel.com), follow on Twitter, @SPORTSMANchnl ([www.twitter.com/SPORTSMANchnl](http://www.twitter.com/SPORTSMANchnl)), become a Fan on Facebook, [www.facebook.com/sportsmanchannel](http://www.facebook.com/sportsmanchannel) and download Sportsman App at [www.itunes.com/appstore](http://www.itunes.com/appstore)

**ABOUT CCA:** Coastal Conservation Association (CCA) is the largest marine resource conservation group of its kind in the nation. With almost 100,000 members in 17 state chapters, CCA has been active in state, national and international fisheries management issues since 1977. CCA's strength is drawn from the tens of thousands of recreational saltwater anglers who make up its membership. From South Texas to the Puget Sound to the upper reaches of Maine, CCA's grassroots influence is felt through state capitols, U.S. Congress and, most importantly, in the conservation and restoration of our coastal marine resources. Visit [www.JoinCCA.org](http://www.JoinCCA.org) for more information.

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