



Sportsman Channel Launches First-Ever Space City Consumer Event “Sportsman Channel Outdoor Fest”

More than 500 Vendors Expected to Join Sportsman Channel and Comcast Houston at the George R. Brown Convention Center in Houston to Promote and Celebrate Outdoor Lifestyle Pursuits on July 20-22, 2018

DENVER (January 18, 2018) – More than 500 vendors and 15,000 patrons are expected to converge on the George R. Brown Convention Center in Houston on July 20-22 as Outdoor Sportsman Group’s **Sportsman Channel** plays host to the first-ever **Sportsman Channel Outdoor Fest**. Comcast Houston has signed on as the event’s first major sponsor.

With nearly 1.1 million hunters and nearly 2.4 million anglers living in Texas and spending more than \$6.2 billion dollars annually in their respective pursuits, the *Sportsman Channel Outdoor Fest* expects more than 15,000 outdoor lifestyle enthusiasts to attend the first-ever *Sportsman Channel Outdoor Fest* over the three-day exposition. The George R. Brown Convention Center covers more than 220,000 square feet of exhibit hall space and will welcome exhibitors from the outdoor marketplace. Besides showcasing some of the most current outdoor lifestyle equipment, gadgets, clothing and recreational accessories, the jam-packed schedule of events also will include: speaking programs and discussions about outdoor lifestyle issues and current events, celebrity appearances, seminars, demonstrations and more.

“Besides plenty of proud Astros fans, we know Houston has its share of outdoorsmen and women too,” **Outdoor Sportsman Group President and CEO, Jim Liberatore** said. “With Houston’s rich tradition in hunting, fishing and outdoor lifestyle activities, the *Sportsman Channel Outdoor Fest* will remind all of us about the positive wonders of the outdoors in spite of the fury nature sometimes displays.”

Comcast Houston is the official entertainment sponsor of the *Sportsman Channel Outdoor Fest*. For more information on the event, sponsorship packages and involvement visit: www.SCOutdoorfest.com.

About Outdoor Sportsman Group: Outdoor Sportsman Group is comprised of the world’s foremost media and entertainment brands for outdoor adventure enthusiasts. It includes three leading multichannel networks: Outdoor Channel, Sportsman Channel and World Fishing Network, as well as MOTV, the world’s leading outdoor television content platform. The Group also consists of a number of established integrated media assets: 15 outdoor magazines including *Guns & Ammo*, *Petersen’s Bowhunting* and *Florida Sportsman*, and 19 top websites, including BassFan.com. Additionally, Outdoor Sportsman Group includes television production operations, Winnercomm. For more information, visit www.outdoorsg.com. #MyOutdoorTV

About Sportsman Channel: Launched in 2003, Sportsman Channel/Sportsman HD is a television and digital media company fully devoted to honoring a lifestyle that is celebrated by millions of Americans. A division of Outdoor Sportsman Group, Sportsman Channel delivers entertaining and informative programming that showcases outdoor adventure, hunting and fishing, and illustrates it through unique and authentic storytelling. Sportsman Channel embraces the attitude of “Red, Wild & Blue America” – where the American Spirit and Great Outdoors are celebrated in equal measure. Stay connected to Sportsman Channel online at thesportsmanchannel.com, [Facebook](#), [Twitter](#) and [YouTube](#). #MyOutdoorTV

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