



**“Sportsman Channel Outdoor Fest” Signs First Slate of
Celebrity Guests Scheduled to Appear Including:
Michael Waddell, Brian “Pigman” Quaca and Tom McMillan**

Tickets now on sale for July 20-22, 2018 event

DENVER (May 2, 2018) – The *Sportsman Channel Outdoor Fest* – taking place on **July 20-22** at the **George R. Brown Convention Center in Houston** – will boast some of the outdoor industry’s most-iconic names as it welcomes its first slate of expert guests including: **Michael Waddell** (*Bone Collector*, Outdoor Channel), **Brian “Pigman” Quaca** (*Pigman: The Series*, Sportsman Channel) and **Tom McMillan** (*MCMILLAN*, Sportsman Channel), to name a few scheduled to appear.

Tickets, as well as information about the event, sponsorship packages and other involvement for the *Sportsman Channel Outdoor Fest* are now available and can be acquired by visiting: www.SCOudoorfest.com.

With more than 3.5 million hunters and anglers living in Texas, an outdoor lifestyle consumer base that spends 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 *Sportsman Channel Outdoor Fest* over the three-day exposition.

“Houston is embracing our Sportsman Channel endeavor and we are excitedly anxious for July,” **Outdoor Sportsman Group President and CEO, Jim Liberatore** said. “We have a great list of outdoor experts and celebrities, as well as some of the biggest names in outdoor recreation, clothing, gear and equipment also ready to go. As an organization and leader in the outdoor industry, the *Sportsman Channel Outdoor Fest* will be great.”

The 220,000-square foot George R. Brown Convention Center will welcome exhibitors from the outdoor marketplace and will showcase some of the most current outdoor lifestyle equipment, gadgets, clothing and recreational accessories. Not only will the three-day event enable visitors to meet and mingle with their favorite outdoor lifestyle celebrities, the *Sportsman Channel Outdoor Fest* also will feature a jam-packed schedule of events including: speaking programs and discussions about outdoor lifestyle issues and current events, seminars, demonstrations and more.

Comcast Houston is the official entertainment sponsor of the *Sportsman Channel Outdoor Fest*.

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

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

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