

Family Traditions Turkey Hunt Nets \$5,000 For Conservation

Winner Will Hunt Turkeys with Governor Sonny Purdue and be Filmed for Heath's TV Show "Family Traditions" on Sportsman Channel

New Berlin, Wisconsin - Mark Nelson of McDonough, Georgia, is the winner of an upcoming turkey hunt this spring with Georgia Governor Sonny Purdue and Haley and G.O. Heath of Family Traditions airing exclusively on Sportsman Channel. The unique hunting excursion netted \$5,000 during an auction this past weekend at the Weekend for Wildlife event held at The Cloisters on Sea Island, Georgia, benefitting the Georgia Department of Natural Resources.

The hunt will take place in Thomas County, Georgia, on a private plantation over two days where Nelson, Governor Purdue and the Heaths hope to fill their spring turkey tag. "We were honored to be a part of this wonderful event to raise money for Georgia's conservation efforts," said Haley and G.O. Heath. "We look forward to filming this hunt with Mark, his two young guests and Governor Purdue to continue educating the public on what Georgia outdoors has to offer."

As an expert hunter - both with a gun and bow - Haley was the recipient of the "Viewer Favorite Personality" honor at the 2008 Sportsman Awards, making her the first woman ever to win it. She is also the national ambassador for Sportsman Channel's national public affairs program Hunt.Fish.Feed, where she encourages fellow hunters to donate their harvests to feed those less fortunate. Haley is also a spokesperson for Remington - the iconic gun brand. Family Traditions with Haley Heath is set to air its brand new season this July, exclusively on Sportsman Channel. Sportsman Channel is available on DISH Network, DIRECTV and numerous cable and phone providers.

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. Acquired by InterMedia Outdoors Holdings in 2006, Sportsman Channel reaches more than 25 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.