

**Sportsman Channel Features Conservation Message with**

**Marathon Programming on Saturday, January 26**

***Featured Documentary “Circle of Life” Highlights Weekend of Programming***

***Focused on Conservation Education***

**DENVER (January 21, 2019) – Sportsman Channel** will feature an hour-long sheep documentary funded by the Wild Sheep Foundation titled ***Circle of Life*** which will premiere on **Saturday, January 26** at **7 p.m**. on **Sportsman Channel**.

The feature documentary will be a part of Sportsman Channel’s *My Saturday Marathon High Country Rams* which also includes: ***Petersen’s Hunting Adventures, Jim Shockey’s Hunting Adventures*** and ***MeatEater***. The one-hour documentary, ***Circle of Life*** focuses on the history of wild sheep conservation and the people and organizations who worked relentlessly to help restore healthy populations of wild sheep to North America.

Living in some of the toughest landscapes in the world, wild sheep are a magnificently breathtaking animal. Unfortunately, during the late 1800s and early 1900s wild sheep populations across North America fell drastically. In the 1970s, a group of concerned sheep conservationists came together to help restore the struggling populations. Through these efforts, sheep populations in North America have skyrocketed, with increases in herds up 2,000 percent in some areas.

The ***Circle of Life*** film is a celebration of wild sheep in North America and the incredible conservation efforts that helped restore their populations. The documentary also looks at what the future holds for this great animal. Can sheep herds continue to grow? Will wild sheep be able to coexist with humans and the ever-changing landscapes in this modern world?
***Circle of Life*** takes viewers through the history of wild sheep conservation, as well as what it will take to maintain healthy and thriving populations in the future.

“The ‘Circle of Life’ documentary is an excellent example of how hunters are the greatest conservationists in the world,’ **Outdoor Sportsman Group President and CEO, Jim Liberatore** said. “This documentary helps explain how the ‘hunting for conservation’ issue really enables a species to not only survive but to prosper as a result.”

Sportsman Channel’s *My Saturday Marathon High Country Rams* airs on Saturday, January 26 with the following:

* 5:00 p.m. *Petersen’s Hunting Adventures*
* 5:30 p.m. *Jim Shockey’s Hunting Adventures*
* 6:00 p.m. MeatEater
* 7:00 p.m. *Circle of Life*

**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](http://www.outdoorsg.com/). #MyOutdoorTV

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