**Outdoor Sportsman Group’s “Wentz Brothers Outdoors” Garners**

**Presenting Sponsorship Deal with Eukanuba Dog Food**

**DENVER (January 21, 2019) – Outdoor Sportsman Group** digital program ***Wentz Brothers Outdoors***, featuring 2017 Super Bowl champion and Philadelphia Eagles quarterback **Carson Wentz** and his brother **Zach Wentz**, has garnered a presenting sponsorship deal with premium dog nutrition brand **Eukanuba** for the brothers’ digital series on **OutdoorChannel.com**.

Pet nutritionists and enthusiasts, Eukanuba will team up with the Wentz brothers to introduce
***Wentz Brothers Outdoors presented by Eukanuba***. The show launches on OutdoorChannel.com on September 3, 2019, as well as [MyOutdoorTV.com](http://myoutdoortv.com/?gclid=EAIaIQobChMIptTxgdTj3wIVloSzCh1U3gO4EAAYASAAEgJLF_D_BwE), and run for 12 weeks.

***Wentz Brothers Outdoors presented by Eukanuba*** tells the stories of two brothers from North Dakota – one who happens to play quarterback for the 2017 Super Bowl champions – who love the outdoors, find a sanctuary in the fields and streams and enjoy chronicling their exploits. Carson and Zach Wentz grew up hunting and fishing and this show is an extension of the lives they love away from the constant pressures of professional sports and management.

Eukanuba offers premium dog food formulas for all dogs at every life stage and stands for uncompromising quality and standards. Interestingly, the inspiration for Eukanuba’s name came from the world of jazz. The word “eukanuba” – that grew out of that culture – was said to define “the tops” or “supreme.”

“We are excited to be teaming up with the Wentz brothers and the Outdoor Sportsman Group to take a deeper look into how high-profile personalities celebrate the sporting lifestyle and the important relationship with their dogs – both in the field and at home,” **Chief Marketing Officer of Eukanuba and Royal Canin USA, David Everson** said. “Carson and Zach reflect important qualities like hard work, authenticity and the desire to win, which is why this is a perfect match for the Eukanuba brand. The show is very well done, and we hope viewers will enjoy it as much as we do.”

**About Eukanuba:** With 50 years of science-based nutritional experience, Eukanuba™ offers premium nutrition for dogs at every life stage. Eukanuba specializes in high-performance nutrition for sporting dogs including Eukanuba™ Premium Performance formulas which provide optimal levels of fat, protein and nutrient-rich ingredients for peak performance and scenting support. For more information, visit

[www.eukanuba.com/sportingdogs](http://www.eukanuba.com/sportingdogs) or follow the social channels at [www.instagram.com/eukanubasportingdog](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.instagram.com%2Feukanubasportingdog&data=02%7C01%7CTom.Caraccioli%40OutdoorSG.com%7Ca28ddb2d87a444a78aab08d67b434ddd%7Cab6ed105c0864195b56055de99f5b299%7C0%7C0%7C636831926352569767&sdata=NZNMYMwt5%2BLWLZOE5alKYHKvWqTKBJXbJ%2BeLZ5ObAq4%3D&reserved=0) or [www.facebook.com/eukanubasportingdog](https://na01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.facebook.com%2Feukanubasportingdog&data=02%7C01%7CTom.Caraccioli%40OutdoorSG.com%7Ca28ddb2d87a444a78aab08d67b434ddd%7Cab6ed105c0864195b56055de99f5b299%7C0%7C0%7C636831926352569767&sdata=McmKaFr4j2yWq%2BZtBJFHRPHJgM1FlxlblUmpZ4lkfj8%3D&reserved=0).

**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 publishing assets: 15 outdoor magazines including *Guns & Ammo, Petersen’s Bowhunting, Game & Fish* 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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