



INCEPTION, an episodic film-achievement television series featuring the short-form works of the day's best outdoor storytellers, will air primetime Sundays on Pursuit Channel beginning Q2 2018.

Assembled and formatted for television by MOOSE Media, "*INCEPTION* is the original premier national television vehicle for what has become one of the most important and well-crafted forms of outdoor messaging," said Toxey Haas, CEO of Mossy Oak Brand Camo. "The *INCEPTION* series multiplies the reward and the recognition for these digitally aimed treasures by melding them with the high-definition, home-theater distribution of America's largest outdoor television network," he said.

***INCEPTION* Filmmakers and Producers**

INCEPTION official selections will be broadcast commercial free. There are no programming fees associated with the films selected for the *INCEPTION* portfolio. Non-exclusive licensing agreements position independent content providers to share in a percentage of the series' advertising revenue. There are, however, nominal entry fees for those films vying for *INCEPTION* achievement awards.

The project's top entries of 2018 – including conservation/recruitment, hunting and fishing – will each earn significant cash prizes and *INCEPTION* awards that recognize the work of Aldo Leopold, the American ecologist, author and outdoorsman widely held as the father of modern wildlife conservation.

On-air hosting for *INCEPTION* episodes will be limited to brief wraps about the series and the films and filmmakers specific to each episode. Commercial blocks interspersed with upcoming content teasers will lead segues of introduction for the films. These text-only segue slates will recognize the filmmakers, while providing cineasts with factoids about the films, including past film-tour selections/awards and the primary digital locations of these works. *With very few exceptions, hunting and fishing content will be telecast separately.*

About Pursuit Channel and MOOSE Media

Featuring the category's largest universe of true HD homes, Pursuit Channel is active in more than 42 million U.S. television households, and millions more via HD linear and OTT feeds. MOOSE Media (www.moosemedia.com) represents the *INCEPTION* series, producer time-buy schedules, network advertising campaigns and many marketing functions for the Pursuit Channel.

For more information and official *INCEPTION* **Submission Request Forms**, contact Greg Tinsley at gtinsley@moosemedia.com or Richie Davenport (rdavenport@moosemedia.com). Please contact Dennis Presley at dpresley@moosemedia.com or Scott Boos at sboos@moosemedia.com for information about *INCEPTION* commercial opportunities; or call MOOSE Media at (662) 492-4000.