



Veteran Service Organizations Work to Amplify Missions

For Immediate Release: March 1, 2011, Austin, TX – On Tuesday, the Lone Survivor Foundation and Veteran Outdoors announced coordinated efforts to broaden the reach of their missions and launch the first season of *Veteran Outdoors featuring the Lone Survivor Foundation*.

Débuting on the Sportsman's Channel this spring, the show's dual-focus will include providing a platform for veterans' stories of survival and sacrifice to be heard and exposing the indispensable benefits of rehabilitation through outdoor activities.

"The motivation behind this venture is consistent with our overall business plan of working hand in hand with like-minded organizations in support of our nation's finest," said Major Sharon Henderson, president of Lone Survivor Foundation (LSF). "Veteran Outdoors has a similar passion and purpose which makes them an ideal partner in this campaign."

Founded by Navy SEAL (Ret) Marcus Luttrell and Sharon Henderson, the Lone Survivor Foundation welcomes home, empowers and restores American wounded warriors and their families. The Foundation also strives to encourage hometown USA to "pay it forward" to our troops.

Henderson said by increasing awareness about the needs of wounded veterans and their families, the organizations hope to motivate others to become more involved in local efforts of this type.

Cody Hirt, president of Veteran Outdoors (VO), spoke to the importance of inspiring others to participate by sharing the stories of these men and women.

"There is an endless need for the work that the LSF is accomplishing," said Hirt. "VO is excited to provide a voice for the message of support and thanks to our veterans, and a platform to reach a broader audience with these stories."

VO gained a national audience in 2009 when their self-titled show aired on the Fox Sports Network. The show's motto is: "giving back to those who gave." Each episode highlights unique hunting and fishing experiences with wounded veterans.

Bailey Grey, public relations specialist for LSF, said joint efforts to increase the effectiveness of both organizations will draw attention toward this cause.

"We have an opportunity to make an even greater impact on the lives of our wounded warriors," said Grey. "Our hope is that we can motivate many more individuals to pay it forward to these men and women who have done so much for our nation."

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About Veteran Outdoors:

Veteran Outdoors is a nonprofit organization providing quality outdoor adventures to wounded veterans and their families. VO serves as a platform for their incredible stories and promotes awareness for the need to honor those who have served in the defense of our country.

To learn more: www.veteranoutdoors.com www.facebook.com/veteranoutdoors

About the Lone Survivor Foundation:

The Lone Survivor Foundation is raising funds to build a wellness retreat in East Texas. The facility will be located on 1,000+ acres of Texas ranch land and will encompass physical and emotional wellness activities for the wounded soldier and his/her family. Until the ranch can be built, LSF is facilitating special experiences for wounded soldiers throughout the country. Such activities include—travel to military funerals, hunting expeditions and a military marriage retreat.

To learn more: www.lonesurvivorfoundation.org www.facebook.com/lonesurvivorfoundation
www.twitter.com/LS_Foundation

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