



Bucks so Big...You Can Only See Them During Whitetail Week on Wild TV

Edmonton AB, October 22 - Buck Fever hit Wild TV this fall, and to ramp up the excitement they are presenting “Whitetail Week” taking place from October 29th to November 4th between 6p.m. and 9p.m. CST. Whitetail Week will showcase the best whitetail hunts ever captured on film, guaranteeing big time personalities, jaw-clenching hunts and the biggest bucks ever seen on the network.

“Whitetail deer are the most sought after animal in North America, and Whitetail Week’s unique programming gets hunters excited for the 2012 hunting season,” said Ryan Kohler, VP of Wild TV and host of popular series *The EDGE*. “With Wild TV’s expansion into more than 14 million Canadian households, we are expecting our highest viewership to-date.”

With 42 whitetail hunts airing during this specialty week, viewers can expect a blast from the past with popular episodes including:

The EDGE’s Eymundson Buck from 2011; a documentary style episode where Helgie Eymundson takes viewers through his experience that landed him a record buck, and *Live 2 Hunt’s* episode from 2009 where Randy Norris goes after the legendary “Oscar” – one of the largest whitetails to ever be taken on film.

To create awareness for Whitetail Week, Wild TV’s “Bucks So Big” campaign pairs the phrase with alternate endings such as “Bucks so Big...they’ll have you shakin’ in your boots.” The slightly humorous approach digs deep to capture the anticipation and excitement that hunters truly experience when they take their buck of a lifetime.

To learn more about Whitetail Week visit www.wildtv.ca/whitetailweek

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WILD TV is Canada's only hunting, fishing and outdoor lifestyle television channel, offering high-quality, informative and entertaining outdoor programming. Watch your favourite shows on your television or online using any device. Available via cable (HD), satellite, and video-on-demand, WILD TV provides a superior viewing experience for all hunting, fishing and outdoor enthusiasts.

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