

PRESS RELEASE

For immediate release

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BUSHNELL'S TRIGGER EFFECT JOINS FORCES WITH SAFARI CLUB INTERNATIONAL (CANADA)

FALKLAND, BRITISH COLUMBIA, SEPTEMBER 17, 2018 – Thunder Boyz Productions Inc's TV show Bushnell's Trigger Effect is very proud to announce that Safari Club International (Canada) has joined the ranks of sponsors for the TV show.

"In this day and age, as a biologist, I have seen more and more environmental decisions being made based on social/political pressures versus solid biological science. We have been and always will be advocates on the North American Model of Wildlife Conservation principles established by Canada and the USA for management", says Dean Trumbley Host of Bushnell's Trigger Effect



and Owner of Thunder Boyz Productions Inc. Dean further states, "SCI (Canada) and Bushnell's Trigger Effect shares the exact same value, so joining forces will only strengthen both organization's voices, this is a very proud moment for us to join the world's strongest conservation-based organization." Bushnell's Trigger Effect further commits to the science-based conservation cause with a segment series that is featured in every episode in conjunction with Alberta's Lethbridge College, the series is called "Conservation Connection". "Dean and myself have been proud members of the Safari Club International for more years than I can remember, so to now be one of the voices for this organization is a true benchmark for our TV show and us personally", states Kent Michie Host of Bushnell's Trigger Effect.

Jason St. Michael Safari Club International CANADA's Operations Manager adds, "Both Kent and Dean are very accomplished hunters and formerly professional biologists, this fits perfectly with our organizations prime objective." Mr. St. Michael's further adds, "Bushnell's Trigger Effect puts emphasis on conservation and management, in educating the public on environmental issues



from a science-based background, Dean and Kent are true advocates and educated voices that we are proud to connect with SCI (Canada)”.

About Safari Club International (CANADA)

Safari Club International (Canada) is the Leader in protecting the freedom to hunt and in promoting wildlife conservation worldwide. Their prime objective is to preserve Canada's proud hunting heritage by dedicating to represent and advance the interests of hunters, using sound wildlife science, on a wide range of issues. SCI (Canada) monitor developments at all levels of government in Canada and work proactively to ensure that policy development recognizes the rights of hunters and the important contributions hunters make to conservation and to the economy. SCI Canada is currently comprised of 16 hardworking chapters throughout Canada. For more information go to <https://www.safariclub.org/canada-home> or <https://www.facebook.com/SCICanada>.

About Thunder Boyz Productions/Bushnell's Trigger Effect

Bushnell's Trigger Effect is a production of Thunder Boyz Productions Inc. based out of Falkland, British Columbia. Dean Trumbley and Kent Michie come from families who for many generations have pursued hunting as a way of life. As a result, both Dean and Kent have spent their entire lives working in the various fields in the outdoor sector. Dean pursued a career as a professional biologist and dabbled in big game guiding, whereas Kent did the opposite working as a professional guide and dabbled in biology. As life time friends, Dean and Kent have hunted all over North America and beyond pursuing their passion. Leaving behind their biology and guiding, Dean and Kent embarked on a dream to create a hunting TV show that reflects their experience, passion and knowledge gained over their many years. They wear experience in their faces but the fire to hunt hard and share their adventures with millions is young at heart. For news and information, visit www.triggereffect.tv or www.thunderboyz.ca and follow us on Instagram/Twitter @triggereffecttv and Facebook at <https://www.facebook.com/triggereffecttv>.

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