

PRESS RELEASE

For immediate release

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LOCAL TV SHOW ADDS CANADA'S NANUK CASES TO SPONSOR LINE-UP

FALKLAND, BRITISH COLUMBIA, SEPTEMBER 17, 2018 – Thunder Boyz Productions Inc's TV show Bushnell's Trigger Effect is very proud to announce its new Season Seven sponsor Plasticase Inc.'s NANUK Cases based out of Terrebonne, Quebec, Canada. NANUK Cases joins a strong outdoor industry line-up for the local production that presently airs to over 80-million households throughout the world.



"We are very proud to be a Canadian hunting TV show that is surviving and thriving in a market dominated by USA productions, so to add another great Canadian manufacturer to our sponsorship line-up is a huge source of pride for us", says Dean Trumbley Host of Bushnell's Trigger Effect and Owner of Thunder Boyz Productions Inc. Bushnell's Trigger Effect films between 17-20 episodes per season and showcases its episode from all over the world. "We put our gear through the ringer and having a very high-quality product like NANUK Cases is a very welcome addition to our TV show sponsor family", states Kent Michie Host of Bushnell's Trigger Effect.

Marc-Antoine Rioux Marketing Manager for NANUK Cases adds, "NANUK is very excited to be working with one of Canada's top hunting TV shows. Dean and Kent have worked life-long as biologists, big-game guides, conservationists and hunters, if anyone is going to be able to benefit from our cases it will be following the adventures of Bushnell's Trigger Effect." Season Seven will start airing this January 2019 on Wild TV (in Canada) and The Pursuit Channel (in the USA). There will be episodes featured from North America, New Zealand and Argentina.

About Plasticase Inc.'s NANUK Cases

NANUK offers innovative case solutions for photo and video equipment, drones, industrial tools, law enforcement, health and laboratory equipment, military equipment, firearms, packaging, OEM manufacturers and much more.





NANUK “*The Evolution of Protection*”, a complete line of waterproof and impact resistant protective cases rated for military, law enforcement and professional users. With innovative features like the patented Powerclaw latch, rugged NK-7 resin and a distinctive style, NANUK instantly earned global recognition while capturing significant international market share. NANUK professional protective cases are now distributed in over 50 countries worldwide. For more information go to <https://www.plasticase.com> or <https://www.facebook.com/nanukcases>.

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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