



FOR IMMEDIATE RELEASE

October 26, 2012

National Television to Showcase First 3 Rivers Challenge Pro Fishing Tournament

PITTSBURGH – The celebrated Marcellus Shale Coalition 3 Rivers Challenge pro fishing charity tournament, featuring 14 of the USA’s top bass and walleye anglers, will make its national television debut **3 p.m. (ET) Sunday, October 28**, on the NBC Sports Network.

Part of the FLW outdoors national coverage, this special sports television presentation captures the environmental and economic transformation of the Pittsburgh region now powered by the American shale energy revolution. Seen through the eyes and words of professional, club and state angling champions, the story unfolds at the confluence of the historic three rivers of western Pennsylvania and captures the excitement of spectators and participants catching the big one!

“This collaboration with the FLW, NBC, the Commonwealth of Pennsylvania, and event expo conservation groups is a celebration of the region’s treasured three rivers and the American shale industry’s respect for environmental stewardship,” said Robert Petrilli of the MSC Foundation.

Initially held at the end of September, the MSC 3 Rivers Challenge charity event benefits RiverQuest Explorer’s environmental “floating classroom” and the Pennsylvania Fish & Boat Commission’s kids aquatic educational outreach offerings conducted throughout the Commonwealth.

In addition to the October 28 premiere, scheduled television airings of the 30-minute program include:

- October 30, 2012 (Tuesday) at 3:30 ET on the NBC Sports Network
- November 4, 2012 (Sunday) at 1 p.m. ET on WPXI-TV 11
- ROOT Sports – Special Schedule To Be Announced for November & December

The MSC 3 Rivers Challenge was made possible through the sponsorship from CONSOL Energy, Seneca Resources, Range Resources, and the 300 plus member companies of the Marcellus Shale Coalition. For additional information about the program or the Marcellus Shale Coalition, please visit www.msc3riverschallenge.com or www.marcelluscoalition.org.

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