

## Got Your 6 Welcomes Live Nation Entertainment As One of Seven New Entertainment Partners

*Partners include American Heroes Channel, HISTORY, Lionsgate, Live Nation Entertainment, Marvel Universe LIVE!, National Geographic, and Valhalla Entertainment*



**WASHINGTON (October 30, 2017)** – Recognizing **Got Your 6**'s longstanding alliance with the entertainment industry, the national veteran empowerment organization bolstered their coalition of Hollywood partners by welcoming American Heroes Channel (AHC), HISTORY, Lionsgate, Live Nation Entertainment, Marvel Universe LIVE!, National Geographic, and Valhalla Entertainment. These new additions to the Got Your 6 Entertainment Coalition further emphasize the non-profit's mission of bridging the civilian-military divide by spreading awareness and fostering understanding about the contributions of our nation's veterans.

Celebrating its five year anniversary, Got Your 6's Entertainment Coalition now totals 29 industry partners, which serve as the catalyst for the organization's message. The coalition leverages their worldwide audience via television, cinema, print, radio, stage, and social media to provide attention to the work that the campaign's Veteran Empowerment Coalition is performing across the country. In addition, these companies provide strategic direction and resources critical to the campaign.

"At AHC, we believe that heroes make history, so we are especially proud to join the Got Your 6 Entertainment Coalition and their partners in celebrating the heroic men and women of the armed forces," said Kevin Bennett, general manager, American Heroes Channel. "Our veterans and military members have gone above and beyond in service of our country, and we are greatly humbled to give them a national platform to share their powerful stories."

"HISTORY® has a long-term commitment to supporting our nation's military and highlighting the incredible contributions veterans make after their service in uniform," said Rob Sharenow, President of Programming, A+E Networks. "Through our programming and our outreach initiatives, we are honored to join with Got Your 6 in amplifying the stories of veterans and military families, from the first heroes who served our nation through today's service men and women."

"As the world's leading live entertainment company, Live Nation Entertainment stands with Got Your 6 to empower and employ veterans," said Michael Rapino, President and CEO, Live Nation Entertainment. "We are committed to supporting our troops and veterans however we can, from providing them with free tickets to enjoy concerts, to jump-starting a post-service career path in the music industry. Live music has an intrinsic ability to inspire and unite, and we are proud to see that working around music has the power to help vets reconnect to everyday life and their local communities."

"National Geographic has a rich and trusted legacy of covering stories of war and the impact on people dating back to World War I. Looking at world events and the impact on people and culture is part of our DNA," said Courteney Monroe, CEO, National Geographic Global Networks. "By partnering with Got Your 6, we're continuing to remain true in telling these inspiring stories of the selfless heroism and bravery of U.S. soldiers in extraordinary and terrifying circumstances, delivering authentic experiences that no one has ever captured before."

"Valhalla has a strong commitment to veterans and military families, and values their service to our nation. I have featured military veterans in many of my projects, from *Aliens* to *Safe Passage* and *Armageddon* in features, and on the TV series *The Walking Dead*, *Hunters* and *Falling Water*. We are incredibly excited to join Got Your 6," said Valhalla Entertainment CEO Gale Anne Hurd.

The new entertainment industry partners include:

**American Heroes Channel** expands on the Military Channel's promise to honor the great defenders of our freedom, while providing a rare glimpse into major events that shaped our world and the trailblazers and unexpected advocates who made a difference. The Discovery brand expansion to American Heroes Channel features timeless stories in which a challenge appears - be it a situation or a villain - and a hero arises, exploring the compelling and uplifting true stories of the bold men and women who have distinguished themselves by their actions. For more information, visit [ahctv.com](http://ahctv.com).

**HISTORY®**, now reaching more than 96 million homes, is the leading destination for award-winning series and specials that connect viewers with history in an informative, immersive and entertaining manner across all platforms. The network's all-original programming slate features a roster of signature series including *Pawn Stars*, *American Pickers*, *Swamp People*, *Alone* as well as the hit drama series *SIX* and *Vikings*. The HISTORY website is located at [history.com](http://history.com). Follow us on Twitter at [twitter.com/history](https://twitter.com/history) and Facebook at [facebook.com/history](https://facebook.com/history). For more press information and photography, please visit us at [press.aenetworks.com](http://press.aenetworks.com).

**Lionsgate** is a vertically integrated next generation global content leader with a diversified presence in motion picture production and distribution, television programming and syndication, premium pay television networks, home entertainment, global distribution and sales, interactive ventures and games and location-based

entertainment. Lionsgate handles a prestigious and prolific library of more than 16,000 motion picture and television titles that is an important source of recurring revenue and serves as a foundation for the growth of the Company's core businesses. The Lionsgate, Summit Entertainment and Starz brands are synonymous with original, daring, quality entertainment in markets around the world. For more information, visit [lionsgate.com](http://lionsgate.com).

**Live Nation Entertainment** is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. Each year, Live Nation welcomes 71 million fans to over 26,000 events in 40 countries. This unparalleled platform is powered by artists, fans, partners, and employees around the world working to create unforgettable music memories. For additional information, visit [www.livenationentertainment.com](http://www.livenationentertainment.com).

**Marvel Universe LIVE!** Super hero action, thrills and drama will soar, smash and burst into arenas across the country with Marvel Universe LIVE!. The iconic Marvel Super Heroes Spider-Man and The Avengers are joined by the Guardians of the Galaxy, including Star-Lord, Gamora, Groot, Rocket and Drax, in a legendary battle to defend the universe from evil. Marvel Universe LIVE! will travel throughout North America on a multi year tour, including stops in Atlanta, Dallas, Miami and New York. After North America, the show will embark on an international tour in 2019. For a complete list of North American tour dates, locations and to purchase tickets, please visit the [Marvel Universe LIVE!](http://Marvel Universe LIVE! website) website.

**National Geographic Partners LLC (NGP)**, a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 128 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers... and reaching over 730 million people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the non-profit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information, visit [natgeotv.com](http://natgeotv.com) or [nationalgeographic.com](http://nationalgeographic.com), or find us on Facebook, Twitter, Instagram, Google+, YouTube, LinkedIn and Pinterest.

**Valhalla Entertainment** Gale Anne Hurd's Valhalla Entertainment has an overall deal with Universal Cable Productions to develop new television and digital programs. Their current slate includes the eighth season of AMC's *The Walking Dead*, which reigns as the most watched drama series in the coveted 18-49 demographic, as well as its companion series, *Fear the Walking Dead*, which was recently renewed for two seasons. In addition, Hurd serves as a Consulting Producer on *Talking Dead*, which is the second highest rated basic cable show on Sunday nights, behind only *The Walking Dead*. Her USA Network drama series, *Falling Water*, was renewed for a second season and is distributed internationally by Amazon. Valhalla's newest series, *LORE*, based on the podcast phenomenon of the same name, is currently streaming on Amazon. In addition, Hurd successfully crowdfunded her third Native American documentary, *MANKILLER*, which chronicles the extraordinary life of the first woman Principal Chief of the Cherokee Nation. *MANKILLER*, which is currently

screening in Film Festivals across the country, will air nationally on PBS in 2018. With 70 hours of television airing in 2017 alone, Valhalla Entertainment is one of the industry's top content providers.

They join existing entertainment industry partners including 44 Blue Productions, A Smith & Co., ABC, A+E Networks, Creative Artists Agency, CBS, The Company (The Ebersol Lanigan Company), DreamWorks Animation SKG, eic, Endemol Shine North America, Entertainment Industry Foundation, Film 44, Fox, HBO, ICM Partners, MYX TV, NBC Universal, Paramount Pictures Studios, Sony Pictures Entertainment, United Talent Agency, Warner Bros., and WME.

### **About Got Your 6**

Got Your 6 unites nonprofit, Hollywood, and government partners to empower veterans. We believe that veterans are leaders, team builders, and problem solvers who have the unique potential to strengthen communities across the country. As a coalition, Got Your 6 works to integrate these perspectives into popular culture, engage veterans and civilians together to foster understanding, and empower veterans to lead in their communities. For more information, visit [gotyour6.org](http://gotyour6.org).

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