



**NEWS RELEASE
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OUTDOOR CHANNEL SUPPORTS SINGAPORE TEAM IN WOMEN ON A MISSION ACROSS SIBERIA CAUSE
***The Official Supporting Broadcaster For Trek Across Siberia To Raise Awareness and Funds
For Women Survivors Of War And Abuse***

Singapore, November 17th 2015 - Outdoor Channel (Asia), The World Leader In Outdoor Entertainment, today announced its support for Women on a Mission (WOAM) 12-day trek with the nomadic Nenets reindeer herders of Siberia on a mission to raise awareness and funds for women survivors of war and abuse.

As the official supporting broadcaster, Outdoor Channel (Asia) plans to feature the highlights of the intense migration and the team's immersion into the lives of the nomads. This will be the first time in history that a Singapore-based all-female team under WOAM will embark on such a trek starting November 24, 2015 to accompany the Nenets on one of their twice-yearly 60km-journey across the frozen Gulf of Ob, a bay of the Arctic Ocean located at the mouth of the Ob River, deep in the Arctic Circle of northern Russia.

Christine Amour-Levar, Founding Partner, WOAM said, "WOAM is thrilled to partner with Outdoor Channel (Asia) on this Siberia 2015 expedition, and we are honoured to have them as our official supporting broadcaster. Through their broad regional network, we hope more people will become aware of our efforts to empower women and help raise awareness and funds for women survivors of war and abuse. Our aim is to elevate our efforts and make our work more visible and accessible to a wider audience. Through shorts films created by the Outdoor Channel we hope to show how we challenge ourselves on our WOAM expeditions. This way, we hope to bring international attention to the need for societies, governments and corporations to get involved and help end violence against women."

Gregg Creevey, Managing Director, Multi Channels Asia said, "Outdoor Channel (Asia) is excited to be part of this meaningful journey and being able to collaborate with WOAM to champion the cause of women around the world. As major proponents of the outdoors and the passions of people who pursue outdoor lifestyles, it is wonderful to be able to inspire women to get out of their comfort zones and pushing their limits while rallying support for a worthy cause. This expedition will be an arduous one but new discoveries of the world will be made and their passion for adventure and nature fulfilled."

About WOAM

WOAM is a non-profit organisation registered in Singapore, that combines challenging, self funded, expeditions and trek to remote and majestic locations around the world, with inspirational fundraising events and workshops in Singapore and Nepal, as a means to raise awareness and funds for women survivors of war and abuse. <http://www.womenmission.com>

About Outdoor Channel

Outdoor Channel is the World Leader In Outdoor Entertainment, featuring traditional and contemporary outdoor sports such as fishing, off-road, water sports, adventure and more. Outdoor Channel is available in more than 40 million households worldwide. In Asia, Outdoor Channel is owned and operated (under license) by Multi Channels Asia and is available in 16 countries and some 6 million households.

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