

# HUNT BIG. THINK BIGGER.



Learn more at  
[biggame.org](http://biggame.org)

For those who cherish the wild and the future of the planet, there is a deeper story behind the hunt. It is a story of stewardship, sustainability, and the quiet heroism of those who protect what others take for granted. Dallas Safari Club members know this truth firsthand. Ethical hunting is not just about the harvest. It is about giving back.

**Conservation Through Action** is a cinematic and eye-opening PSA that reveals the untold side of the hunting lifestyle. With sweeping wildlife footage, powerful narration, and intimate scenes of hunters in thoughtful conversation, this spot shows how well-regulated hunting feeds communities, funds conservation, and safeguards ecosystems from Texas to Tanzania.

Air **Conservation Through Action** and help reshape public perception. Your station can bring an important message to light; ethical hunting protects what matters most.

**DOWNLOAD TODAY**

**PSA**direct<sup>SM</sup>  
by Moore

If you have any questions regarding formats  
or media distribution, please contact us at  
[mediасervice@psadirect.com](mailto:mediасervice@psadirect.com)

