

# News Release

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## Denver-Area Veteran Featured on New National TV Series

*Ultimate Fishing Experience helps Veterans transition back to civilian life*

**DENVER, CO, Jan. 10, 2012** - The [Ultimate Fishing Experience TV series](#) has been transforming a Denver-area home with adaptive features for retired Army Specialist, Aaron Bugg. He endured severe leg damage while serving in Iraq. Aaron and his wife Lisa are being treated to an Ultimate Fishing Experience in Florida, and are going to be surprised to find out how their house has been transformed when they get home. The UFE-TV crew will unveil the remodeled home to the Bugg family at 1 p.m. today at 11611 Elkhart St, Brighton, CO 80603. Hundreds of volunteers and the community will be present for the unveiling of the home.

The Ultimate Fishing Experience TV series airs Thursday nights at 8:30 pm EST on the NBC Sports Network. In each 30-minute program, viewers will meet real American Heroes, hear their compelling stories and see how fishing helps heal the wounds of war. At the end of each episode the UFE-TV crew surprises each Hero with something that will have a life-changing impact on their lives. The episode featuring Aaron and Lisa Bugg is scheduled to air in early February.

“The concept of the show is much more than fishing. The goal is to create awareness for the needs of our returning troops as they transition back to civilian life,” said Ultimate Fishing Experience Founder, Keith Alan. “They have all been trained and programmed to be warriors. When they come home there is no switch to turn off the warrior and turn on the civilian, which can make the transition back to husband, father or co-worker a difficult one.”

“Divorce, substance abuse and suicide rates among returning veterans is alarming, but many credit fishing as a form of therapy that helps them relax and re-acclimate with their surroundings, adds co-host, Sgt. Joe Kowalski (USMC, Ret.)

“It is absolutely amazing how many people and area businesses, like [Healthy Clean](#), Nordy’s, American Signature and others that are donating time and resources to make life easier for the Buggs. This is a great example of the Denver community working together and doing the right thing.”

“Our team is excited to be a part of this surprise for the Bugg family,” said Reba Harmon, president of Healthy Clean, based in Highlands Ranch. “Healthy Clean is committed to giving back to our veterans and we are very involved with the non profit, [Cleaning for Heroes.](#)”

Viewers are invited to nominate a Hero to be on the show at <http://ultimatefishingexperience.com>. For more information contact Maria Miller, 303-847-1409 or Keith Alan at 407-493-4201 or via email at [info@ultimatefishingexperience.com](mailto:info@ultimatefishingexperience.com).