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## **HughesNet/National 4-H Council Partnership Named a Finalist by 2016 Halo Awards for Cause Marketing**

### **STEM (Science, Technology, Engineering and Math) Education Campaign Recognized in Education Category**

GERMANTOWN, Md., March 1, 2016 /PRNewswire/ -- HughesNet<sup>®</sup>, the nation's #1 satellite Internet service from Hughes Network Systems, LLC (Hughes) and National 4-H Council announced their partnership aimed at sparking passion for STEM (Science, Technology, Engineering and Math) among youth across the country, has been named a Halo Award finalist for excellence in cause marketing in the education category.



Sponsored by the Cause Marketing Forum, the Halo Awards recognize the most effective partnerships between companies and nonprofit organizations. With a shared passion for STEM, HughesNet and 4-H began their partnership in 2014, introducing American youth to hands-on, community-based STEM learning. 2016 marks the 14<sup>th</sup> year that the [Cause Marketing Forum](#) will honor businesses and nonprofits with Halos for doing well by doing good.

"Each year, as cause-related marketing gets more sophisticated, we receive an increasing number of strong submissions into the Halo Awards. Being named a finalist is an industry honor and demonstrates a level of accomplishment in campaigns that combine purpose and profit," said Cause Marketing Forum President David Hessekiel.

HughesNet and 4-H have teamed up on several local, regional, and national programs to spark interest in STEM for over 70,000 youth. Among them was 4-H National Youth Science Day (4-H NYSD), the largest youth-led science experiment. Additional programs included "Tech Takeover Days" or STEM days at several local 4-H camps, "Inspire a Future Scientist" online video contest and career exploration programs for National Engineers Week. The partnership has also encouraged millions of 4-H Alumni to reconnect with their organization through the "Raise Your Hand" and "4-H Grown" campaigns.

"We are thrilled to see our partnership with HughesNet be recognized as a Halo finalist for cause marketing," said Jennifer Sirangelo, president and CEO, National 4-H Council. "This honor is a result of committed teams that, in just two years, have built a world-class partnership that exposes underserved youth to a life-changing range of experiences and opportunities in the STEM fields."

"It's an honor to be a Halo Award finalist with our partner 4-H, which has been one of America's greatest youth development organizations for generations," said Peter Gulla, senior vice president marketing, Hughes. "HughesNet and 4-H serve the same local communities across America. Together we are working to develop the future STEM leaders of tomorrow."

A total of 26 category awards will be given out to programs judged the best cause marketing campaigns of 2015 at the 14<sup>th</sup> Annual [Cause Marketing Forum Conference](#) in Chicago on June 2, 2016. A list of the Cause Marketing Halo Award finalists [can be seen online here](#).

#### **About the Cause Marketing Forum**

Now in their fourteenth year, the Cause Marketing Halo Awards are North America's highest honor in the field of cause marketing. They are presented to US and Canadian companies by the [Cause Marketing Forum](#), a company dedicated to providing business and nonprofit executives with the practical information and connections they need to succeed. All Halo finalists can be seen online at: <http://www.CauseMarketingForum.com/halo2016>.

#### **About Hughes Network Systems**

Hughes Network Systems, LLC (Hughes) is the global leader in satellite broadband for home and office, delivering

innovative solutions and a comprehensive suite of HughesON™ managed services for enterprises and governments worldwide. HughesNet® is the #1 high-speed satellite Internet service in the marketplace, with offerings to suit every budget. To date, Hughes has shipped more than 5 million systems to customers in over 100 countries, representing approximately 50 percent market share. Its products employ global standards approved by the TIA, ETSI and ITU organizations, including IPoS/DVB-S2, RSM-A, and GMR-1.

Headquartered outside Washington, D.C., in Germantown, Maryland, USA, Hughes operates sales and support offices worldwide, and is a wholly owned subsidiary of EchoStar Corporation (NASDAQ: SATS), a premier global provider of satellite operations and digital TV solutions. For additional information about Hughes, please visit [www.hughes.com](http://www.hughes.com).

#### **About EchoStar**

EchoStar Corporation (NASDAQ: SATS) is a premier global provider of satellite and video delivery solutions. Headquartered in Englewood, Colo., and conducting business around the globe, EchoStar is a pioneer in secure communications technologies through its EchoStar Satellite Services, EchoStar Technologies Corporation and Hughes Network Systems business segments. For more information, visit [echostar.com](http://echostar.com). Follow [@EchoStar](https://twitter.com/EchoStar) on Twitter.

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