



FOR IMMEDIATE RELEASE

## **Federal Ammunition Continues Support of Kids & Clays**

**ANOKA, Minnesota – November 8, 2024** – Federal Ammunition is grateful to continue its dedicated support of the Kids & Clays Foundation and its mission to help critically ill children and their families. Kids & Clays has been supporting Ronald McDonald House Charities (RMHC) through sporting clays fundraising events for well over two decades.

“This is a tremendous opportunity to support an organization that not only supports Ronald McDonald House Charities but also introduces thousands of new shooters to shooting clay targets at sporting clays events each year with its fundraisers,” said Jason Nash, Vice President of Marketing for Federal Ammunition. “Knowing we all have acquaintances, family, and even employees who have been in situations where support from the Ronald McDonald House Charities was needed makes this support even more fulfilling.”

The organization’s fundraising sporting clays events are structured to provide all the equipment and supplies an individual would need to participate. This allows over 8,000 participants, many of which are first-time shooters, to participate in a safe and fun environment. Kids & Clays is projecting its 2024 supported events raised more than four million dollars for local Ronald McDonald House Charities. Since the organization began back in 1999, Kids & Clays has helped generate nearly \$35 million through clay target events.

“Federal has been one of the organizations that continues to support the cause and allow us to grow to 45 fundraising events across the country,” said Doug Jeanneret, Executive Director of the Kids & Clays Foundation. “These events cover 47 Ronald McDonald House Charity Chapters across the country and shot up over 750,000 rounds of ammo this year.”

For more on the Kids & Clays Foundation, visit [www.kidsandclays.com](http://www.kidsandclays.com).

Federal ammunition is available at dealers nationwide. For more information on Federal products or to shop online, visit [www.federalpremium.com](http://www.federalpremium.com).

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## **About Federal Ammunition**

Federal, headquartered in Anoka, MN, is an ammunition brand of The Kinetic Group. From humble beginnings nestled among the lakes and woods of Minnesota, Federal Ammunition has evolved into one of the world's largest producers of sporting ammunition. Beginning in 1922, founding President Charles L. Horn paved the way for our success. Today, Federal carries on Horn's vision for quality products and services with the next generation of outdoorsmen and women. We maintain our position as experts in the science of ammunition production. Every day, we manufacture products to enhance our customers' shooting experience while partnering with the conservation organizations that protect and support our outdoor heritage. We offer thousands of options in our Federal Premium and Federal® lines, which makes us the most complete ammunition company in the business and provides our customers with a choice no matter their pursuit.