

Federal .224 Valkyrie Ammunition Wins NASGW Caliber Award

.224 Valkyrie Awarded Ammo Innovation of the Year at the 2018 National Association of Sporting Goods Wholesalers Expo

ANOKA, Minnesota – October 24 2018 – Federal .224 Valkyrie was named the Ammo Innovation of the Year at the 2018 National Association of Sporting Goods Wholesalers (NASGW) annual meeting in Pittsburgh Pennsylvania. The new .224 Valkyrie provides extremely flat trajectories, match accuracy and supersonic velocities beyond 1,300 yards. It also offers significantly less wind drift and drop than other loads in its class, as well as less than half the recoil of cartridges with comparable ballistics.

“We are honored that the National Association of Sporting Goods Wholesalers has recognized the significance and performance potential of this innovative and exciting new cartridge,” said Federal Ammunition President Jason Vanderbrink. “Loaded in an array of high-performance projectiles, .224 Valkyrie is the new choice for long-range target shooters and hunters alike. The .224 Valkyrie marks the next evolution of the MSR 15 platform.”

Federal’s .224 Valkyrie cartridge, initially available in four of its proven product lines, offers serious options for competitors, long-range target shooters and hunters pursuing varmints to deer-sized game. These options include 90-grain Gold Medal Sierra MatchKing, 60-grain Nosler Ballistic Tip Varmint, 90-grain Fusion MSR and 75-grain American Eagle TMJ.

The NASGW-POMA Caliber Awards honor the highest caliber new products in six product categories including: best new rifle, handgun, shotgun, ammunition, optic and accessory. An independent panel of 18 industry judges from the Professional Outdoor Media Association (POMA) and NASGW select the Caliber Award winners.

“This award means a lot to us at Federal. It shows the support of our two-step distribution partners,” said Jim Bruno, Federal’s Senior Vice President of Sales. “Our distributors have backed this product line, and with their support, we’re able to get the product launched and replenished to our independent dealer channels all over the U.S., Canada and Internationally. This new .224 caliber platform is just the beginning. It is the first in a pipeline of new and innovative products from Federal.”

The National Association of Sporting Goods Wholesalers was organized in 1953 and incorporated in 1954. The NASGW is the organizer and sponsor of the industry's former Hunting Show, now known as the NASGW Annual Meeting/Expo Event. This annual event provides an unmatched educational, marketing and communications opportunity for the hunting and shooting sports wholesaler, manufacturer and sales professional.

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