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## **Bushnell Recognizes Bob Robb for Lifetime Achievement**

### **Bushnell Presents Bob Robb with the 2017 Bill McRae Lifetime Achievement Award at SHOT Show**

**OVERLAND PARK, Kansas – January 18, 2017** – Bushnell, an industry leader in high-performance sporting optics for more than 69 years, has recognized Bob Robb with the 2017 Bill McRae Lifetime Achievement Award. The Bill McRae Lifetime Achievement Award was established by Bushnell to honor the legendary writer and photojournalist for the vast contributions he made to the optics and outdoor industry throughout his 50-year career. Introduced in 2011, the annual award was created to recognize McRae and the journalists who have made a profound impact in the industry.

Admired by his peers and audiences alike, Bob Robb inherited his love of the outdoors and sports from his father and grandfather. He began his outdoor writing career while in college, penning a popular outdoor column; first for the *Sacramento Bee*, and then the *Sacramento Union*. His first full-time job in the outdoor writing business began as California state editor for the weekly *Fishing & Hunting News* in Seattle. A year later, he became editor of the weekly *Western Outdoor News* and associate editor of the monthly *Western Outdoors* in Costa Mesa, California. Four years later, he became an associate editor for *Petersen's Hunting*, working for Petersen Publishing Company for nearly 10 years. While there, he helped create—and was the first editor of—*Petersen's Bowhunting*.

Robb left Peterson Publishing in 1991 and moved his now full-time freelance business to Valdez, Alaska. He lived in Alaska for 15 years, where -- along with his writing and consulting businesses -- Robb also held an assistant hunting guide's license. He helped many other hunters tag species from Dall sheep and mountain goat, to bears, moose and caribou. He hosted Gore-Tex Outdoor Adventures television, and has appeared as a guest on several other shows.

In 2005, Robb and his wife, Cheryl, moved to their current home in Tucson, Arizona. In 2013 Robb—who was the contact editor of *Whitetail Journal*, *Predator Xtreme*, and *Waterfowl & Retriever* for Grand View Media Group—became Editorial Director for the company. To date he has authored 10 books on hunting for the past seven years, the readers of *Bowhunting World* have named him their favorite writer.

In addition to the lifetime achievement award, Bushnell will endow a \$10,000 scholarship for students pursuing a degree in optical science and engineering. A leader in optical innovation, Bushnell is dedicated to advancing technology and performance in the field.

Bushnell, a Vista Outdoor brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit [www.bushnell.com](http://www.bushnell.com)

### **About Vista Outdoor**

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, Europe and New Zealand. For news and information, visit [www.vistaoutdoor.com](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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