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Bushnell Hosts Hunting and Shooting Sports Celebrities at 2017 NRA Annual Meetings and Exhibits Show

OVERLAND PARK, Kansas – April 24, 2017 – Bushnell, an industry leader in high-performance outdoor products for more than 65 years, welcomes an all-star cast of hunters and competitive shooters to the Vista Outdoor booth (#2542) during the 2017 NRA Meetings and Exhibits Show in Atlanta, Georgia, April 27 to 30.

Show attendees will have the opportunity to meet the “Bone Collector” Michael Waddell, as well as “Shooting USA” host John Scoutten and world-class competitive shooters Missy Gilliland, Maggie Reese, Tom Fuller and Bryan Sikes.

Host of the Outdoor Channel’s “Bone Collector” series, Waddell takes viewers on exciting hunting adventures around the world. He will hold product demonstrations and host a question-and-answer session from 5-6 p.m. on Friday, April 28.

Scoutten is the producer and Emmy award nominee co-host of the Outdoor Channel’s “Shooting USA” and also competes in multiple shooting events, including NRA Action Pistol, Steel Challenge and Precision Rifle Series (PRS), among others. Scoutten will hold product demonstrations and answer questions from 1-2 p.m. on Friday, April 28. He will conduct additional product demonstrations at 1 p.m. on Saturday, April 29, and at 1:30 p.m. on Sunday, April 30.

Gilliland is a top contender on the PRS, co-hosted seasons 2-8 of “Trigger Time TV” on the Pursuit Channel, and is a tireless promoter of women in the shooting sports. Gilliland will host a product demonstration and question-and-answer session from 10:30-11 a.m. on Friday, April 28. She will also conduct a product demonstration from 10:30-11 a.m. on Sunday, April 30.

Reese is well-known for appearances on the History Channel's "Top Shot!" Season 2, Sportsman Channel's "3-Gun Nation" and "Modern Shooter," and Outdoor Channel's "Shooting USA." She is a three-time U.S. Practical Shooting Association multi-gun national champion and has won multiple Ladies 3-Gun champions titles at Superstition Mountain Mystery, MGM Ironman and Rocky Mountain 3-Gun.

Reese will present a gun-care product demonstration from 3-3:30 p.m. on Friday, April 28. She and Gilliland will also participate in a special "Women of Vista" question-and-answer session from 4-5 p.m. on Saturday, April 29.

A recently retired active-duty Special Operations Sniper of 11 years, Sikes is a highly respected competitive precision rifle shooter and instructor who draws on experiences from multiple combat deployments and years of competitive shooting to bring out the best shooter in everyone. Sikes will hold product demonstrations with Fuller from 10-11 a.m. on Saturday, April 29.

Fuller, a retired Sergeant Major with multiple tours of duty and U.S. Army Marksmanship Unit service to his credit, is a lifelong shooter and currently competes on the PRS. Fuller will join Gilliland in hosting a product demonstration and question-and-answer session from 10:30-11 a.m. on Friday, April 28. He will also host a product demonstration from 12:30-1 p.m. later that day, join Sikes in product demonstrations from 10-11 a.m. on Saturday, April 29, and offer additional product demos from 1-1:30 p.m. on Sunday, April 30.

All attendees are encouraged to stop by the Vista Outdoor booth (#2542) to visit their favorite celebrities and learn more about the latest products offered by Bushnell.

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

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 or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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