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Champion Traps & Targets Offers New VisiColor Reactive Targets

Champion VisiColor Real Life Series and Training Targets React to Hits with Colorful Immediate Feedback

OVERLAND PARK, Kansas – February 22, 2017 – Champion Traps & Targets, makers of interactive and challenging target systems, expands their popular VisiColor line with the new Real Life, Reflex, Training Silhouette and Fun Games series of reactive paper targets.

Hunters and target shooters alike can take aim at trophy animals from across North America with the new Champion VisiColor Big Game targets. The targets feature bear, antelope and whitetail deer photographs from well-known outdoor writer and photographer Brad Fenson. A successful shot shows a burst of color in each vital zone. An additional sight-in bullseye on each target lets you zero in your rifle before you set your sights on the big game. Each package comes with four targets of all three animals.

“Interactivity is key to fun on the range today,” said Will Hemeyer, Product Manager for Champion. “Shooters want to have fun and improve their skills with immediate feedback. With VisiColor, visual confirmation is immediate and lets you know exactly how you’re doing.”

The new Champion VisiColor Reflex targets ramp up the challenge at the range. Shooters can test their reflexes and target acquisition skills by picking out eight different shapes in four colors. These targets are also great for friends. Call out the shot and find out who is the best marksman.

The new Champion VisiColor Training Silhouette targets feature multiple numbers, colors and shapes to test your marksmanship and target acquisition skills.

“We have also combined the Reflex and Training Silhouette series in one package, called the VisiColor Training Combo,” Hemeyer added.

Rounding out the additions, the new Champion VisiColor Fun Games targets package has 12 targets, comprised of three games, each with unique challenges.

“The Champion VisiColor series is the best way to have more fun, while also improving your shooting skill,” Hemeyer said. “Indoors or outside, these targets are a necessity for any day at the range.”

Champion is a Vista Outdoor brand. For more information, visit <http://www.championtarget.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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