



Contact: Jake Edson
Communications Manager
Outdoor Products
(763) 323-3865

FOR IMMEDIATE RELEASE

E-mail: pressroom@vistaoutdoor.com

Gold Tip and Bee Stinger Host Hunting and Archery Celebrities at 2017 ATA Show in Indianapolis

AMERICAN FORK, Utah – January 3, 2017 – Gold Tip, maker of the toughest arrows and crossbow bolts on the market, invites attendees of the 2017 Archery Trade Association (ATA) Show in Indianapolis to visit the Gold Tip and Bee Stinger booth (#2517) to meet competitive shooter Levi Morgan and hunting celebrities Brian “Pigman” Quaca and Will and Jimmy Primos.

World renowned archer, Levi Morgan, is an 11-time World Champion, 48-time National Champion, 12-time Shooter of the Year and has won the ASA Shooter of the Year title a record setting 9 times in a row. He is the host of the popular hunting show, “Name the Game,” which airs on the Sportsman Channel. He will sign autographs and visit with fans in the Gold Tip booth Tuesday, January 10, and Thursday January 12, from 10-11 a.m.

Brian “Pigman” Quaca’s relentless approach to hunting hogs has made his show “Pig Man: The Series” a fan favorite. He’ll generate that same excitement when he visits the Gold Tip booth Tuesday, January 10, from 3-4 p.m.

Will and Jimmy Primos are the hosts of the top-rated “Primos Truth About Hunting” television show. They will lead a question-and-answer session on Wednesday, January 11, from 9-10 a.m.

All attendees are encouraged to stop by the Gold tip booth (#2517) at the 2017 ATA Show to visit with their favorite celebrities and learn more about the latest products offered by Gold Tip and sister company Bee Stinger.

Gold Tip and Bee Stinger are Vista Outdoor brands and two of the most recognizable and trusted names in tournament archery and in bowhunting. For more information, visit www.GoldTip.com and www.beestinger.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.

###