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## **Will Primos Inducted into Mississippi Outdoor Hall of Fame**

### **Primos Hunting Founder among Six Inducted into Hall of Fame at Mississippi Wildlife Heritage Museum**

**FLORA, Mississippi – June 7, 2017** – Primos Hunting Founder Will Primos was among six outdoor leaders inducted into the Mississippi Outdoor Hall of Fame at a celebration inaugurating the Mississippi Outdoor Hall of Fame exhibit at the Mississippi Wildlife Heritage Museum, which opened June 2 in Leland.

Mossy Oak's Toxey Haas and Ronnie 'Cuz' Strickland, game manager Ronnie Foy, fishing guide John Harrison, and conservation officer and guide Wayne Self were also inducted.

"We're honored to have this outstanding group of Mississippi outdoorsmen in the Hall of Fame," said Billy Johnson, executive director of the Mississippi Wildlife Heritage Foundation. "They have all contributed a lot to the heritage of the great outdoors in our state and have been willing mentors to younger generations coming up trying to learn how to hunt and fish."

Primos, from Madison, was recognized for his help in shaping the outdoor industry and his dedication to education, especially teaching young and beginning hunters.

"He is one of the most humble, modest, generous ambassadors that the state of Mississippi has ever produced," Johnson said. "Long after all of us are gone, Will Primos' footprint will be here."

Primos started Primos Hunting in 1976, selling turkey mouth calls. Before long, he started getting requests from all over to buy his calls, and by 1979, Primos had to hire additional help to make calls in order to keep up with the demand. He also expanded the line to include other products. In 1983, Primos took his first step into marketing his product with an instructional audiotope. To this day, Primos still checks the quality of the calls coming out of the factory. He is also relentless in his dedication to teaching hunting and calling techniques.

Today, the primary venue for his lessons is television. He is the featured host on Primos TRUTH About Hunting, an Outdoor Channel fan favorite. Viewers can join Will Primos, Jimmy Primos, Brad Farris and friends as they chase turkey, elk, deer, waterfowl and predators from hunting camps in Mississippi, Louisiana and Arkansas, to points all over North America. The show airs Tuesdays at 6:30 p.m. ET on the Outdoor Channel.

Primos, a Vista Outdoor brand, is one of the most recognizable and trusted names in hunting calls, attractants, trail cameras and accessories. For more information, visit [www.primos.com](http://www.primos.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, and Europe. 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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