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## **RCBS Hosts Shooting Sports Celebrities at 2017 NRA Annual Meetings and Exhibits Show**

**OVERLAND PARK, Kansas – April 25, 2017** – RCBS, the leading manufacturer of ammunition reloading equipment for rifles and pistols, welcomes a pair of competitive shooting celebrities to the Vista Outdoor booth (#2542) at the 2017 NRA Meetings and Exhibits Show in Atlanta, Georgia, April 27 to 30. Show attendees will have the opportunity to meet long-range champion Missy Gilliland, along with tactical ace Bryan Sikes.

Gilliland is a top contender on the Precision Rifle Series (PRS). She 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 with question-and-answer session at 10:30-11 a.m. on Friday, April 28 and a product demonstration from 10:30-11 a.m. on Sunday, April 30. She will also participate in a special “Women of Vista” question-and-answer session from 4-5 p.m. on Saturday, April 29.

Sikes, a recently retired active duty Special Operations Sniper of 11 years, 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 host a product demonstration from 10-11 a.m. on Saturday, April 29.

NRA show attendees are encouraged to stop by the Vista Outdoor booth (#2542) to visit with Gilliland, Sikes and other hunting and shooting sports celebrities, and learn more about RCBS’s latest products.

RCBS, a brand of Vista Outdoor, is the leading manufacturer of ammunition reloading equipment for rifles and pistols, offering reloading equipment throughout the world. For more information, please visit [www.RCBS.com](http://www.RCBS.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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