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FOR IMMEDIATE RELEASE

## **Bushnell Recognizes Bryce Towsley for Lifetime Achievement**

### **Bushnell Presents Bryce Towsley with the 2018 Bill McRae Lifetime Achievement Award at the 2018 NRA Annual Meetings & Exhibits**

**OVERLAND PARK, Kansas – May 2, 2018** – Bushnell, an industry leader in high-performance sporting optics, has recognized Bryce Towsley with the 2018 Bill McRae Lifetime Achievement Award for his contributions to optics and the outdoor industry.

The Bill McRae Lifetime Achievement Award was established by Bushnell to honor the legendary writer and photojournalist for the vast contributions he made to the optics and outdoor industry throughout his 50-year career. Introduced in 2011, the annual award was created to recognize McRae and the journalists who have made a profound impact in the industry. An active 3-gun and USPSA shooter, Towsley has hunted across the country and around the globe, and has been a consultant for companies throughout the shooting industry.

“Bushnell established this award to honor Bill McRae, who did more to advance our understanding of optics and how they can benefit hunters and shooters than any other writer before him,” said Jacob Edson, Public Relations Manager for Bushnell. “Bryce epitomizes these contributions. He not only entertains, but teaches, millions of hunters and shooters.”

Towsley has published thousands of articles and photos in nearly every major outdoor and firearm outlet. He is a strong technical expert on firearms, gunsmithing, reloading, shooting, and, most importantly, optics.

“His ability to educate his readers as well as pull them into his adventures is what really sets him apart, while he has continually stayed ahead of the game as the technology and sport have evolved,” Edson said. “Throughout his career, he has honed a skill for storytelling that has, beyond a doubt, made a profound impact in this industry.”

Bushnell, a Vista Outdoor brand, is one of the most recognizable and trusted names in quality optics. Its products have made it a global leader in hunting, shooting, outdoor

sports, bird and wildlife watching, tactical and law enforcement, and general observation. For more information, visit [www.bushnell.com](http://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, 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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