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FOR IMMEDIATE RELEASE

Bushnell Announces Appearances and Giveaways at SHOT Show 2019

Meet Bushnell Ambassadors and Win Products at Bushnell Booth #14551

OVERLAND PARK, Kansas – January 17, 2019 – Bushnell, an industry leader in high-performance sports optics for more than 65 years, invites attendees of the 2019 Shooting Hunting and Outdoor Trade (SHOT) Show to visit booth #14551 to meet Bushnell ambassadors and have the chance to take home some incredible Bushnell optics. SHOT Show runs January 22 to 25 at the Sands Expo Center in Las Vegas, Nevada.

Beginning on Tuesday, January 22 and ending Thursday, January 24, Booth #14551 offers visitors a schedule of events second to none. From 10:00 to 10:30 a.m. Bushnell will offer a product spotlight highlighting the new Prime, Nitro and Forge hunting optic lines. All three days attendees will have a chance to win a Forge rifle scope, Forge 15x56mm binocular, or Forge spotting scope.

From 10:30 to 11:00 a.m. on Tuesday, Robert Brantley “King of the 2 Mile” will greet visitors and give away an Elite Tactical 4.5-30x50mm XRS II Rifle scope. After lunch, Bushnell will hold a product spotlight focusing on the Elite Tactical, Tac Ops and AR Optics lines from 2:00 to 2:30 p.m. Giveaways will include the Elite Tactical SMRS II Pro rifle scope and LMSS spotter.

Rounding out the Tuesday appearances will be Team Bushnell Shooters KC Eusebio and Corinne Mosher, who will be giving away a First Strike 2.0 and Lil P(rism).

Wednesday kicks off with the second round of Forge giveaways at 10 a.m. From 1:00 to 1:30 p.m., Eusebio will return with fellow Bushnell shooter Jessie Harrison. They will give away a First Strike 2.0 and TRS-26.

Bushnell will hold a product spotlight focusing on the Elite Tactical, Tac Ops and AR Optics lines from 2:00 to 2:30 p.m. on Wednesday, and will hand out another SMRS II Pro and LMSS. Then, from 2:30 to 3:00 p.m., Whitetail Freaks Don and Kandi Kisky will be in the booth to answer questions and give away a Nitro rifle scope and binocular.

Thursday, January 24 from 10:00 to 10:30 a.m. is the final chance to win a Forge rifle scope, binocular, or spotting scope during the final Prime, Nitro and Forge product spotlight.

Then, at 10:30 a.m., Team Bushnell PRS competitors Bryan Sikes, George Gardner and Tom Fuller will be on hand to answer questions and give away the new Elite Tactical 3.5-21x50mm DMR II Pro.

After lunch from 2:00 to 2:30 p.m. Bushnell will hold the final product spotlight. It will focus on the Elite Tactical, Tac Ops and AR Optics lines. Giveaways will include the CQTS and Advance red dots. Bushnell shooters Maggie Reese Voigt and John Scoutten will close out the schedule from 2:30 to 3:00 p.m., answering questions and giving away a First Strike 2.0 and Big D(ot) sight.

All product gifts are for booth attendees present in the Bushnell booth (#14551) at the time of the giveaway. No purchase is necessary. More details on how to win will be available at the Bushnell booth. For more information on Bushnell ambassadors and team shooters, visit www.bushnell.com/Community/Ambassadors.

About Bushnell

Bushnell has been the industry leader in high-performance sports optics for more than 65 years. Our guiding principle is to provide the highest quality, most reliable and affordable sports optics products on the market. And, our commitment to outstanding customer service and strong retailer partnerships is unmatched. Bushnell boasts leading market share in all of the sports optics categories, and our products have consistently won design and performance awards. Our product lines enhance the enjoyment of every outdoor pursuit from spectator sports, nature study, hunting, fishing and birding to stargazing. Indoors, binoculars bring the audience closer to the action in fast-moving sports or the fine arts at theaters and concerts. Bushnell constantly explores emerging technologies to market sports optics that pair leading-edge design with performance innovation. It is this dedication that has made Bushnell the most recognized and reputable sports optics brand in the world. To learn more, visit www.bushnell.com

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