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Gold Tip Announces Partnership to Promote Youth Archery

Gold Tip Sponsors Scholastic 3-D Archery and Its Core Mission to Educate and Grow Archery Participation

AMERICAN FORK, Utah – May 18, 2018 – Gold Tip, a leading manufacturer of innovative, durable and precise carbon arrows, announces it has entered a multi-year partnership with Scholastic 3-D Archery (S3DA) to promote youth and high school archery.

S3DA is a non-profit organization whose mission is to foster, educate and guide youth in the areas of 3-D, indoor target and outdoor target archery, as well as safe, ethical bowhunting practices. The program is entirely after-school and allows students the opportunity to learn and develop in a safe and educational environment. Students compete in 3-D and target archery tournaments across their state and country. They also have a chance to earn college scholarships for their athletic performance.

“Gold Tip believes target archery programs are an amazing opportunity to recruit new participants,” said Gold Tip Brand Manager Eric Hughes. “They encourage discipline and offer a connection to hunting and conservation. With core values rooted firmly in that connection, the Scholastic 3-D Archery Program is a great fit for Gold Tip. The program is committed to the progression from beginning archer, to target archer, to hunting participant.”

Students participating in S3DA are taught about fair chase, ethical bowhunting and wildlife conservation. A majority of S3DA students and their families are developing a lifelong love for archery, but also for bowhunting and the importance of taking care of wildlife and the environment. The program has become one of the fastest growing archery programs for youth in the United States.

“Gold Tip has signed on to provide funding for the S3DA as well as to provide Gold Tip arrows for program participants,” Hughes said. “We are excited to join this important program that is focused on the future of archery and hunting.”

To learn more about the S3DA program, find courses near you, or to become a member, visit <https://www.s3da.org/> or follow them on Facebook at <https://www.facebook.com/s3darchery>.

Gold Tip, a Vista Outdoor brand, is one of the most recognizable and trusted names in tournament archery and in bowhunting. For more information, visit www.GoldTip.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 or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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