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FOR IMMEDIATE RELEASE

Bushnell Recognizes Richard Mann for Lifetime Achievement

Bushnell Presents Richard Mann with the 2019 Bill McRae Lifetime Achievement Award at the 2019 NRA Annual Meetings & Exhibits

OVERLAND PARK, Kansas – April 30, 2019 – Bushnell, an industry leader in high-performance optics, has recognized Richard Mann with the 2019 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 shooting sports educator and gifted writer and speaker, Mann has been a leading force in driving a multimedia evolution in optics education.

“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. “Richard epitomizes the modern ideal of those contributions. He not only entertains, but teaches, millions of hunters and shooters through a variety of outlets.”

Born and raised in West Virginia, Mann has hunted from the Montana mountains to the green hills of Africa. He has a military, law enforcement, firearms instructing, and competitive shooting background, and is the author of several books. He contributes to a variety of gun and hunting magazines, and works in a consulting capacity for a variety of manufacturers.

“Richard’s dedication and immersion in the shooting sports is so complete that he has crafted his home into a shooting range and media production facility,” Edson said. “He has fully embraced the new age of media and has an innate ability to capture and educate audiences in all mediums, from print, to online writing and photography, video production and hands-on instruction. His deep knowledge and passion is undeniable, and he has continually stayed ahead of the game as the technology and sport have evolved. Beyond a doubt, he has made a profound impact in this industry.”

About Bushnell

Bushnell, a Vista Outdoor brand, 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. For news and information, visit www.bushnell.com or follow us on Instagram at www.instagram.com/bushnell_official/ and Facebook at www.facebook.com/bushnell.

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