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FOR IMMEDIATE RELEASE

Motor City Madman Joins Bushnell Celebrities at 2019 NRA Show in Indianapolis

Come Meet Ted Nugent, Win Prizes and See Amazing New Products in Booth #4955

OVERLAND PARK, Kansas – April 25, 2019 – Bushnell is excited to announce Ted Nugent has joined the slate of hunting and shooting celebrities to greet attendees in the booth at the 2019 NRA Meetings & Exhibits Show. Nugent will make an appearance and sign autographs in the Bushnell Booth (#4955) on Saturday April 27 from 1 to 2 p.m.

Nugent joins hunting celebrities Nick Mundt and Travis “T-Bone” Turner, as well as professional shooters Jessie Harrison, KC Eusebio, Maggie Reese-Voigt and Corinne Mosher. Bushnell will also be revealing several new product introductions (such as Bushnell's new laser rangefinders that offer two times the light transmission of competitive models) and drawing names for optics giveaways each day of the show.

International rock star, 2nd Amendment advocate and hunting dynamo Ted Nugent has been a longtime Bushnell ambassador. The host of Outdoor Channel's “Spirit of the Wild” Television Series will be signing autographs and taking photos with fans. He is known to millions of citizens as one of the nation's most outspoken proponents of our first and second Amendment rights, and he conducts thousands of pro-gun, pro-freedom, pro-America interviews in major media worldwide. He has served continuously on the Board of Directors of the NRA since his initial election in 1995.

Nugent is dedicated to preserving our great outdoor heritage for future generations, and along with wife, Shemane, regularly hosts hunts for sick and terminally ill children with Hunt of a Lifetime, Hunt for a Cure, and via his own Kamp for Kids.

In addition to the Nugent meet and greet, attendees who visit the Bushnell booth will have multiple chances to win free optics. Visitors can also test out product performance in a new, one-of-a-kind Low Light Challenge.

2019 Bushnell Booth Schedule:

Friday, April 26th

- 9:00 a.m. – Bill McRae Lifetime Achievement Award Presentation
- 10:00 a.m. – Guardian Long Range Competition – AR Optics Product Giveaway
- 1:00 p.m. – New Bushnell Rangefinder Product Spotlight – LRF Giveaway
- 2:00 p.m. – Women of Bushnell – Red Dot Giveaway
- 3:00 p.m. --New Bushnell Rangefinder Product Spotlight – LRF Giveaway
- 5:00 p.m. – KC Eusebio – Bushnell First Strike 2.0 Giveaway

Saturday, April 27th

- 11:00 a.m. – Maggie Reese-Voigt – AR Optics Giveaway
- 1:00 p.m. – Ted Nugent Meet and Greet
- 2:00 p.m. – Women of Bushnell – Red Dot Giveaway
- 4:00 p.m. – New Bushnell Rangefinder Product Spotlight – LRF Giveaway

Sunday, April 28th

- 10:00 a.m. – KC Eusebio, Jessie Harrison – Red Dot Giveaway
- 11:00 a.m. – Nick Mundt – PRIME Riflescope Giveaway
- 1:00 p.m. – Maggie Reese-Voigt – Red Dot Giveaway
- 2:00 p.m. – Nick Mundt, Travis “T-Bone” Turner – PRIME Riflescope Giveaway
- 3:00 p.m. – New Bushnell Rangefinder Product Spotlight – LRF Giveaway

Before or after these appearances and demonstrations, attendees are free to check out the new product displays and get their hands on the latest models from the PRIME, NITRO and FORGE lines of hunting optics and the high-performance AR Optics, Tac Optics and Elite Tactical product assortments.

As an added bonus, Bushnell will also be selling products and conducting “Show Specials” in the booth for consumers who want to get their optics without a wait.

For more information, visit www.bushnell.com or follow along on Instagram at www.instagram.com/bushnell_official/ and Facebook at www.facebook.com/bushnell.

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.

