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FOR IMMEDIATE RELEASE

Honor Your Veteran with New Custom Box Call from Primos

15% Discount on All Custom Mill Shop Items Offered for a Limited Time

FLORA, Miss. – August 19, 2020 – Primos Hunting, a pioneer in game calls and hunting accessories, now offers a custom box call to honor and thank veterans for their service.

Available through the [Custom Mill Shop](#) on the Primos website, the new hand-made turkey call features a patriotic scene emblazoned with the words, “Honoring All Who Serve.” Customers can add text of their choice across the scene’s banner.

The Veterans Box Call is crafted from maple and features a wood-burned look, adding a sense of elegance to this fully-functional box call. For a limited time, Primos is offering 15 percent off the Veterans Box Call and all other Custom Mill Shop items when using the code P#CMS15 at checkout.

The online Custom Mill Shop offers users the ability to design a customized version of some of Primos’ most famous calls, including the GameKeepers Box Call, Heart Breaker Box Call and Grunt Call. While these calls are works of art worthy of display, they also produce a sound that only the finest, select hand-tuned hardwoods can create. Other popular options available from the Custom Mill Shop include euro plaques and a boot puller. From these hand-crafted products, users can select custom patterns, laser-etched hunting scenes, and custom inscriptions and messages. Each Custom Mill Shop item receives a mark of authenticity from a Primos Master Craftsman prior to completion.

To learn more about the Primos Veterans Box Call and to order, visit <https://custommill.primos.com/Custom-Mill-Shop/Veterans-Box-Call>.

About Primos Hunting

Primos Hunting, a Vista Outdoor brand, manufactures calls for elk, deer, turkey, predator and waterfowl as well as blinds, shooting accessories, game cameras, attractants and supplements, clothes and other hunting accessories. Primos also produces the ever-popular video series “The TRUTH” and the television show “Primos’ TRUTH About Hunting.” For news and information, visit www.primos.com or follow us on Instagram at https://www.instagram.com/primos_hunting/ and Facebook at <https://www.facebook.com/primoshunting/>. Stream the Language on YouTube at www.youtube.com/user/PrimosHuntingVideo.

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