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FOR IMMEDIATE RELEASE

Blackhawk™ Introduces New ‘No Fail’ Video Series

VIRGINIA BEACH, Virginia – May 18, 2020 – Blackhawk, a leader in law enforcement and tactical gear for over 20 years, announced today that it has launched the first episode in their brand new ‘*No Fail*’ series. In each episode, Blackhawk tells the story of elite men and women and how their own *No Fail Mission* shaped them to become the people they are today.

Episode one of the *No Fail* series, takes the viewer through the life of former Navy SEAL and owner of Kennedy Defense, Travis Kennedy. Kennedy completed two combat deployments in Afghanistan, and in episode one he opens up about the courage and heroism he witnessed as a Special Operations Combat Medic--and the *No Fail* spirit that drove him to never back down, even in the most dangerous situations.

“We chose to partner with Travis because he simply possesses the main quality that Blackhawk searches for – a humble warrior,” said Blackhawk’s Kendell Palmquist. “The relationship between Blackhawk and Travis means everything for the brand. This relationship represents the dawn of a new era for Blackhawk. We’re going back to our roots of working with top-tier operators and building the best quality products on the market so that we can do our part to better serve this community with what they need to stay safe.”

The release of the film on May 18 will be followed by a series of *No Fail Tactic* videos, in which Kennedy demonstrates combat techniques learned during his years as an elite special operator. Blackhawk’s Instagram followers will also have the opportunity to win exclusive *No Fail Kits*, featuring the actual Blackhawk products used in the film.

“I wanted to provide people with a sense of hope and motivation especially when faced with chaotic and hard situations,” Kennedy said. “My story is one amongst millions that so many Americans like myself have experienced. I hope that whoever listens to this story will be able to takeaway one piece and apply it to their lives for the better.”

Kennedy, who is now an official Blackhawk ambassador, explains that the partnership was a natural fit.

“For me, it was about the excellent reputation they had on providing quality gear to the SEAL teams, as well as the Blackhawk team and vision they have,” he said. “I wanted to be a part of a company that stood for something and was backed by people with the utmost integrity and motivation. A company starts with the people who are running it, and Blackhawk is a company that is about their team and providing excellent and reliable products to those who need it most.”

To view the first episode of this new series, go to [Blackhawk.com/video](https://www.blackhawk.com/video)

About BLACKHAWK

In 1990, a Navy SEAL was navigating a minefield when his pack failed. As his gear tumbled to the ground, he vowed that if he got out of there alive, he would make gear the right way. Today, this obsession with quality applied to everything that we do. We're constantly researching, refining and perfecting every detail to provide gear that won't let you down. Because we're not just making stuff – we're honoring a vow.