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FOR IMMEDIATE RELEASE

## **Blackhawk™ and Eagle Industries to Host Celebrity Appearances at 2020 SHOT Show**

**VIRGINIA BEACH, Virginia – January 16, 2020** – Blackhawk and Eagle Industries, leaders in the outdoor and military gear space, announced today that both brands will host multiple ambassadors along with other special celebrity appearances during the 2020 SHOT Show (Booth No 14551) at the Sands Expo Center in Las Vegas, Nevada.

Attendees of this year's SHOT Show are encouraged to stop by the booth and visit with the high-profile lineup of ambassadors and celebrities. While in the booth, attendees can also take a firsthand look at the latest products from both companies including the recently launched T-Series line of duty-rated holsters.

### **TUESDAY, JANUARY 21**

#### **• Jeff Reid Q&A**

Come listen to former Navy SEAL and owner of Frozen Trident Kennels Dog Mushing in Two Rivers, AK, Jeff Reid, as he talks about his latest adventures, discusses how his SEAL training prepared him for a career in professional sled dog mushing and answers questions. Jeff will also be accompanied by his lead dog, Brock.

TIME: 2:00 PM – 4:00 PM

*(Hosted by Eagle Industries)*

### **WEDNESDAY, JANUARY 22**

• Jack Carr - *Danger Close: Behind the Books* Podcast Recording with Andrew Arrabito  
Best-Selling author of *The Terminal List* and *True Believer* and retired Navy SEAL, Jack Carr, will interview fellow SEAL and founder of Half Face Blades, Andrew Arrabito.

TIME: 11:30 AM - 12:30 PM  
(Hosted by Eagle Industries)

- Jack Carr - *True Believer* Book Signing

Make plans to meet best-selling author Jack Carr as he visits with fans and talks about his latest book. Be sure to arrive early as the first 100 attendees will receive a free hardback copy of *True Believer*.

TIME: 1:00 PM – 2:30 PM  
(Hosted by Blackhawk)

## **THURSDAY, JANUARY 23**

- John Devine of Rescue 22

Prepare to be amazed as John Devine of Rescue 22 treats attendees to a special K9 training demo and answers questions over the foundation's unique program designed to unite K9s with veterans.

11:00 AM – 11:30AM

(Hosted by Eagle Industries)

- Jack Carr *Danger Close: Behind the Books* Podcast Recording with John Devine  
Best-Selling author of *The Terminal List* and *True Believer* and retired Navy SEAL, Jack Carr, will interview fellow SEAL and Founder of Devine K9s, John Devine.

11:30 AM - 12:30 PM

(Hosted by Eagle Industries)

- HAVE A BEER WITH CRISPY

Drink (free) beer and meet U.S. Army veteran and Blackhawk ambassador Omar "Crispy" Avila  
1:30 PM – 3:30 PM (Or whenever the beer is gone.)

(Hosted by Blackhawk)

### **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 applies to everything 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.

### **About Eagle Industries**

Eagle Industries was born from the uncompromising demands of the Navy SEAL community, and those standards are still what drive everything we do to this day. All of our gear is Berry Compliant and proudly made in the USA to ensure our end users – from top-tier military to backcountry adventurers – have exactly what they need to go above and beyond every day.