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FOR IMMEDIATE RELEASE

Primos Hunting Named Recipient of NWTF Dick Kirby Award

Dick Kirby Award Presented to Primos at NWTF's 44th Annual Convention

FLORA, Mississippi – February 17, 2020 – Primos Hunting, a pioneer in game calls and hunting accessories, is pleased to announce that it has been named by the National Wildlife Turkey Foundation (NWTF) as this year's recipient of the prestigious Dick Kirby Award.

The award, named after legendary turkey hunter Dick Kirby, is awarded each year to a call maker or company that has made significant contributions to the NWTF and has shown dedication to the organization's 'Save the Habitat. Save the Hunt' initiative. Kirby, who was the one of the original members of the NWTF, is also known as the originator of Quaker Boy Game Calls.

"Primos is more than honored to be chosen to receive the NWTF Dick Kirby Award as Dick was a legend in more ways than one," said Will Primos, Founder of Primos Hunting. "He was a fierce competitor on the calling stage, setting a bar that very few could reach. His competitiveness was also felt by all who competed against Dick and his brand, Quaker Boy, for that retail space. Most of all Dick was a caring, talented call maker and artist who recognized the value of the NWTF and the impact it would have on the heritage of turkey hunting.

Will continued, "Dick fought for the NWTF at every opportunity and Primos is proud to have been a small part of that journey. All of us at Primos are humbled to have been chosen for this award named for Dick Kirby, a tireless advocate of NWTF's mission."

Primos Hunting was presented with the award during the NWTF's 44th Annual Convention and Sport Show, held February 12-16, 2020 at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee.

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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