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FOR IMMEDIATE RELEASE

Primos® Wins Three *Bowhunting World*® 2021 Gold Awards

Deer, Elk and Turkey Calls Win Readers' Choice Awards for 18th Consecutive Year

FLORA, Miss. – February 17, 2021 – Primos® Hunting, a pioneer in game calls and hunting accessories, has been awarded three Readers' Choice 2021 Gold Awards by *Bowhunting World*® magazine. Readers of *Bowhunting World* recognized Primos as the fan favorite in the Deer, Elk, and Turkey Call categories, marking the 18th consecutive win by Primos across all three divisions.

“To say Primos has owned these call categories would be a huge understatement,” said Derrick Nawrocki, president of Grand View Outdoors, the publisher of *Bowhunting World*. “They have won consecutive Gold Awards in these three call categories for 18 years and running. To make this achievement more impressive, the awards received more ballots now than ever before, meaning the Primos brand is only getting stronger.”

One of the leading bowhunting publications around, *Bowhunting World* has been the destination for serious bowhunters for more than 70 years. Its readers are extremely passionate about gear, and these annual awards allow them to voice what brands they think are the best of the best.

Voting for this year's Readers' Choice Awards was conducted via an online submission system. Thousands of ballots were submitted by readers for various product categories and brands. The votes were then tallied to determine the 2021 Readers' Choice winners. These awards are used by countless sportsmen and women to get an inside look into the best brands to consider when gearing up for upcoming hunting seasons.

Primos offers a full lineup of game calls trusted by hunters season after season. Especially popular this year is the [Buck Roar II Grunt Deer Call](#), the [Hoochie Mama Elk Call](#), the [Slide Bugle Elk Call](#) and the [Rivers Cut Turkey Pot Call](#).

For more information on Primos game calls, visit www.primos.com/hunting-calls/.

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.