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## **Primos® Named Best Shooting Stick by Shooting Sports Retailer® & Tactical Retailer®**

*Primos Earns 2021 Readers' Choice Awards for Shooting Stick Category*

**FLORA, Miss. – February 25, 2021** – Primos® Hunting, a pioneer in game calls and hunting accessories, has been awarded two Readers' Choice 2021 Gold Awards by the readers of *Shooting Sports Retailer*® and *Tactical Retailer*® magazines. These awards highlighted Primos in the Shooting Stick category, showing just how disruptive the Primos [Trigger Stick](#) line has become throughout the industry.

With nearly 40 years of history, *Shooting Sports Retailer (SSR)* is considered “The Voice of the Independent Retailer” in the shooting sports market. *SSR* is trusted by hundreds of shooting sports retailers to stay on top of the latest market trends, including what top products to stock. Likewise, *Tactical Retailer* serves the growing tactical retail market. The readers of both publications have used these awards to voice what brands they believe belong on the top shelf.

“*Shooting Sports Retailer* launched its Readers' Choice Awards for the first time in nearly 40 years of being the B2B shooting sports market leader,” said Derrick Nawrocki, president of Grand View Outdoors, the publisher of *Shooting Sports Retailer*. “Taking the inaugural Gold Award in the shooting sticks category proves that this product line from Primos, long known as a market leader in calls, has climbed to the top of the hill once again in a completely different product category.”

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.

With multiple configurations available, including a model specifically for crossbows, [Primos Trigger Sticks](#) have taken the shooting stick market by storm. For more information on Primos shooting sticks, visit [www.primos.com/shooting-sticks/](http://www.primos.com/shooting-sticks/).

### **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](http://www.primos.com) or follow us on Instagram at [https://www.instagram.com/primos\\_hunting/](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](http://www.youtube.com/user/PrimosHuntingVideo).