



FOR IMMEDIATE RELEASE

## **Blackhawk's Carry Positions Guide Offers Tips for Concealed Carry**

*New Guide and Videos Provide Answers for CCW in Casual, Athletic and Business Situations*

**VIRGINIA BEACH, Va. – June 8, 2021** – Blackhawk®, a leader in law enforcement and military equipment for over 20 years, is once again helping to educate new and experienced gun owners alike on the various carrying positions and products needed to conceal carry in casual, athletic and business environments. As part of the brand's [Your Right 2 Protect](#) (YR2P) initiative, Blackhawk has released three new videos and a downloadable carry positions guide which explains common terminology, holster options and tips.

Available for viewing on its website or on the Blackhawk's [YouTube page](#), the three newly released videos are designed to assist gun owners with carrying on the go. Hosted by Blackhawk product manager Justin Hoffman, the videos provide instruction and product suggestions for three of the most common carrying situations – casual, athletic and business. Whether dressing for a causal trip to the grocery store, exercising or your next business meeting, Blackhawk offers a wide variety of holsters to help accommodate your specific needs.

An additional YR2P resource available to gun owners is the Blackhawk Carry Positions Guide. This [downloadable PDF](#) provides gun owners with descriptions on the nine most common carry positions and their intended purposes. From there, readers can preview holster options and their most popular gun fits to help select the best option for their desired use.

“With over 8 million new gun owners entering the market, the need for continuing education has never been greater,” said Jamie Kistner, Sr. Director of Marketing for Blackhawk. “Consistent feedback from our partners and retail channels confirms our suspicion that many of these new guns owners are overwhelmed with industry terms and acronyms when it comes to selecting a new holster. To help overcome this, we’ve shared numerous resources as part of our YR2P program, each one designed to welcome new gun owners into our community while also making them feel safer and more confident.”

Armed with knowledge from the YR2P initiative, both novice and seasoned firearms owners feel more effective and protected when carrying. To learn more about Blackhawk's Your Right 2 Protect initiative, visit [Blackhawk.com/Your-Right-2-Protect](https://Blackhawk.com/Your-Right-2-Protect).

### **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.

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