



Contact: Matt Rice
Sr. Mgr. Media Relations
(913) 249-1568
E-mail: Matt.Rice@VistaOutdoor.com

FOR IMMEDIATE RELEASE

Blackhawk® Adds ‘Real World’ Experience With Tony Sentmanat as New Brand Ambassador

VIRGINIA BEACH, Virginia – March 30, 2021 – Blackhawk®, a leader in law enforcement and military equipment for over 20 years, announced today its newest brand ambassador: Tony Sentmanat of Real World Tactical.

Sentmanat is a Marine Corps veteran and law enforcement SWAT operator with over 22 years of ‘Real World’ experience. A lifelong practitioner of mixed martial arts, Sentmanat also has extensive experience as a law enforcement combative trainer and as a firearms instructor for over 20 years. He has received numerous law enforcement awards and more than 40 commendations throughout his career for meritorious service.

“I am honored to partner with a company like Blackhawk, who has been an industry leader for so many years,” said Sentmanat. “Blackhawk has a longstanding legacy of providing superior products to our military and first responders and I’m excited to help continue that tradition.”

Sentmanat spent most of his career in SWAT where he was involved in over 800 real-world operations before retiring in 2016 to pursue his dream of starting his own business, [Real World Tactical](#). He now travels the world teaching fitness seminars and tactical training to civilians, military personnel and police departments. In the virtual world, he serves as an [avatar](#) in the Call of Duty video game, season five.

“Anytime you can partner with someone like Tony who not only understands the importance of having quality gear but is also highly respected in the community, you move fast,” said JD Dulaney, Vice President and General Manager for Vista Outdoor Tactical. “Tony’s story and extensive background in the industry speaks to the heart of the Blackhawk brand and we look

forward to working with him on the development of new products that will benefit firearms enthusiasts at every level.”

For more information on Blackhawk, visit www.blackhawk.com.

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.

###