



FOR IMMEDIATE RELEASE

Bushnell® Celebrates 25 Years of the Laser Rangefinder
“Anniversary of Accuracy” to Kick Off with Events and Giveaways

OVERLAND PARK, Kan. – March 18, 2021 – Bushnell®, an industry leader in performance optics, is celebrating the 25th anniversary of the advent of the laser rangefinder for hunters this year. In 1996, Bushnell adapted the same technology used by NASA for space shuttle deployment and retrieval to bring the first consumer laser rangefinder to the hunting and shooting market, the Yardage Pro 400. This innovation triggered an optics revolution in the hunting and shooting world.

To celebrate 25 years of milestones and the company’s upcoming optics innovations, Bushnell will be hosting events, sharing stories, and giving away Bushnell products and gear throughout 2021. The first [Anniversary of Accuracy Sweepstakes](#) is now open for registration and will conclude on March 31st with 25 prizes being given away, including a Nitro 1800 laser rangefinder.

The introduction of the laser rangefinder put a level of accuracy into the hands of hunters and shooters that before was only possible in the military. Since then, the laser rangefinder has not only become an essential tool in every rifle and bow hunter’s pack, but it has ushered in a new era of long-range and precision rifle shooting.

Over the past two decades, Bushnell has been responsible for numerous innovations in the laser rangefinder space, including features like scan mode, near/far mode, Angle Range Compensation (ARC) technology and integrated ballistics, all of which have made hunters’ experience with laser rangefinders more intuitive and effective.

Today, Bushnell laser rangefinders are used by hunters and shooters worldwide. Some of Bushnell's current hunting laser rangefinders include the [Prime 1300](#), [Prime 1700](#) and [Nitro 1800](#), with additional new models scheduled to be announced later this year.

To learn more about Bushnell and how they are celebrating 25 years of the invention that reinvented hunting, follow Bushnell on [Instagram](#) and [Facebook](#), or visit Bushnell.com/LRF25.

About Bushnell

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 70 years. Our guiding principle is to provide the highest quality, most reliable and affordable sports optics products on the market. And, our commitment to outstanding customer service and strong retailer partnerships is unmatched. Bushnell boasts leading market share in all of the sports optics categories, and our products have consistently won design and performance awards. Our product lines enhance the enjoyment of every outdoor pursuit from spectator sports, nature study, hunting, fishing and birding to stargazing. For news and information, visit www.bushnell.com or follow us on Instagram at www.instagram.com/bushnell_official/ and Facebook at www.facebook.com/bushnell.

Contact: Matt Rice
Senior Manager Media Relations
(913) 689-3713
E-mail: Matt.Rice@VistaOutdoor.com

###