



FOR IMMEDIATE RELEASE

Bushnell® Concludes Grand Slam Pursuit

Video Series Follows Hunter on Quest for all Four Turkey U.S. Subspecies

OVERLAND PARK, Kan. – June 8, 2021 – Bushnell®, an industry leader in performance optics, has officially wrapped up its video series, The Grand Slam Pursuit, as it documented the quest of employee Jarrod Nichols’ attempt to complete the coveted turkey slam this spring. As part of the video series, Bushnell has released [six episodes](#) on YouTube that highlighted Nichols’ experience as he traveled from Florida to the Rockies in search of spring gobblers.

Viewers of the series can join along as Jarrod Nichols, a member of the Bushnell product team, hunts across the country to complete his wild turkey Grand Slam. In his pursuit, Nichols first traveled to Ft. Myers, Florida, with Michael Waddell of Bone Collector to hunt Osceola turkeys. Next, he headed to Calhoun City, Mississippi, to hunt Eastern turkeys with Phillip Culpepper of Hunt Club before heading to Texas to hunt Rio Grande turkeys with Mike Stroff of Savage Outdoors & The One. Nichols concluded his journey in Montana as he searched for Merriam’s turkeys with Realtree’s David Blanton.

During his multi-state hunt, Nichols’ opted to use the new [Bushnell RXS250 red dot sight](#), [Bone Collector 850 laser rangefinder](#), and [Bone Collector Engage X binoculars](#). He also used Federal Premium ammunition and Primos game calls and decoys on his hunts as well as a wide variety of other products that were graciously provided by notable industry brands.

The Grand Slam Pursuit can also be followed on [Bushnell.com](#), where Nichols himself writes about each hunting experience in a short blog post. While there, visitors can also listen in to the new “Talkin’ Turkey” podcasts where Nichols chats with Bushnell ambassadors about turkey hunting and picks their brains for special tips and tricks sure to help any hunter.

To officially achieve a Grand Slam, hunters must register individual harvests with the NWTF, which records all wild turkeys currently or previously registered to determine

who has achieved various slams. Hunters who officially record their slam with the NWTF receive a certificate and pin, as well as have their name added to the official list of slam achievers on NWTF.org.

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.

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