



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

FOR IMMEDIATE RELEASE

## **Bushnell® Continues Sponsorship of Precision Rifle Series**

*Bushnell Named Affiliate Sponsor of New PRS Rimfire Series*

**OVERLAND PARK, Kan. – March 22, 2021** – Bushnell, an industry leader in performance optics, is excited to announce that it has extended its sponsorship of the Precision Rifle Series (PRS) for the 2021 season. Bushnell will serve as the Official Riflescope of the PRS for a third year in a row and will again be an Affiliate Sponsor as well as the Presenting Sponsor of the PRS Southeast and Atlantic Coast Regional Series. Bushnell will also serve as an Affiliate Sponsor for the new PRS Rimfire Series.

“We are thrilled to be partnering again with Bushnell for the 2021 season,” said Shannon Kay, PRS owner and director. “Since they came on the scene, Bushnell Elite Tactical has been a respected name in the PRS community. We’re grateful for their support of PRS events across the nation. Their commitment to our shooters, incredible optics and building relationships makes them outstanding partners for PRS and our community.”

In addition to its role as the Official Riflescope Sponsor, Bushnell will serve as an Affiliate Sponsor of the newly launched PRS Rimfire Series. Bushnell’s [Match Pro Riflescope](#) and [Elite Tactical DMR II Pro](#) are sure to be a favorite among rimfire competitors offering FFP (first focal plane) optics, locking turrets, reduced parallax and competition reticles.

Bushnell will also return as the Presenting Sponsor of the Southeast Regional Series and the Bushnell Tactical Vapor Trail Steel Siege match, as well as continues its support of the largest PRS competition in the world, the Bushnell Tactical GAP Grind PRO/AM.

In addition, Bushnell will support the PRS Pro Series, sponsoring the eight most elite matches this season as one of the primary sponsors of the AG Cup Series. PRS organizes the nation’s most renowned precision rifle competitions, with the 2021 PRS

Pro Series Finale taking place November 6 in Raton, New Mexico, where Bushnell will be sponsoring the event.

“We are excited to be the official riflescope of the PRS again this year, as well as sponsoring the newly formed PRS Rimfire Series,” said Derek Osburn, Director of Optics for Vista Outdoor. “Supporting the competition community through event sponsorship and new product innovation is important to us at Bushnell. Our sponsored shooters put our optics to the test each year and we believe the durability, reliability of tracking, and glass quality our optics provide deliver an unmatched value to any competitor.”

For more information on the Bushnell line of products, especially those from the Elite Tactical lineup, visit <https://www.bushnell.com/products/riflescopes/collections/elite-tactical/>.

#### **About Bushnell**

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 65 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](http://www.bushnell.com) or follow us on Instagram at [www.instagram.com/bushnell\\_official/](https://www.instagram.com/bushnell_official/) and Facebook at [www.facebook.com/bushnell](https://www.facebook.com/bushnell).

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