



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

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## **Featherlight Sling Wins 2020 *On Target* Editors' Choice Award**

*Lightweight, High-Value Design Propels Butler Creek® to Top Spot*

**OVERLAND PARK, Kan. – March 9, 2021** – Butler Creek®, maker of smart, field-proven hunting and shooting accessories, has been awarded a 2020 Editors' Choice Award by the staff of *On Target* magazine for the [Featherlight Rifle Sling](#). The writers from *On Target* praised the Featherlight Rifle Sling not only for its light weight and uncompromising construction, but for a price tag that puts it in the hands of more hunters.

“*On Target* Editors' Choice Awards are reserved for the best of the best new products – those that demonstrate outstanding technical achievement or represent an extraordinary value for the money,” said Ben Battles, editor of *On Target*. “The new Butler Creek Featherlight Rifle Sling, with its ultra-lightweight construction, quality of materials and exceedingly wallet-friendly price, raised the bar in terms of performance, feature-set and value. That easily earned it a 2020 *On Target* Editors' Choice Award.”

The Butler Creek Featherlight Rifle Sling is constructed with patent-pending closed cell foam, which is 45 percent lighter than traditional padded rifle slings but gives hunters more comfort with increased breathability thanks to cut out slots. The sling includes a thumb loop for a more secure carry while navigating rough terrain, two built-in cartridge holders and an adjustable length between 22 inches and 36 inches. The sling is available in multiple color patterns and styles, including a recently released camo version, and has an MSRP of \$34.95.

For more information on this product or to view the complete line of Butler Creek products, visit [www.butlercreek.com](http://www.butlercreek.com).

#### **About *On Target***

*On Target* magazine is made up of passionate shooters and writers. The magazine covers a variety of hunting and shooting related topics and is known for its straightforward, no-nonsense approach to testing and reviewing guns, gear and hunting products – arming customers with all the information they need to make a purchase, including the price. *On Target* is available in print as well as online at [ontargetmagazine.com](http://ontargetmagazine.com).

#### **About Butler Creek**

Butler Creek produces innovative, field-proven accessories that improve the shooting experience for hunters and tactical enthusiasts alike. The wide array of accessories are designed by shooters who know the value of quality and durability. With innovations that have expanded from the original Butler Creek Scope Caps, the product line now includes slings, straps, magazines and magazine loaders. To learn more, visit [www.butlercreek.com](http://www.butlercreek.com) or on Facebook at [www.facebook.com/ButlerCreek/](http://www.facebook.com/ButlerCreek/).