



FOR IMMEDIATE RELEASE

Will Primos Honored with Conservation Award from MDWFP

Decades of Conservation Work and Hunting Education Recognized

FLORA, Miss. – July 23, 2021 – Will Primos was honored recently with the Conservation Award from the Mississippi Department of Wildlife, Fisheries & Parks (MDWFP) for his decades of work raising awareness for conservation as well as for his impact on growing the sport of hunting in Mississippi and nationally. The Conservation Award is a new initiative by the MDWFP, beginning in 2019.

Speaking to a room full of Primos' family, friends and colleagues at the MDWFP headquarters in Jackson, Mississippi on July 15, MDWFP Commissioner Billy Mounger presented the award, saying "We're honored to recognize a true Mississippi legend of the outdoors. But in true Will Primos fashion, he told us he would only accept it on behalf of all of the people who helped build Primos Hunting over the years."

The founder of Primos Hunting, America's top-selling brand of game calls and hunting accessories, Will Primos has been an integral part of making Primos one of the most trusted names in hunting calls, ground blinds, trail cameras, scent control, and more over the past 40 years.

"I'm humbled and truly honored," Primos said. "I can tell you this was not a one-person achievement. We've been blessed for so long with the right people at the right times, like my cousin Jimmy. Couldn't have done it without him."

Jimmy Primos, retired COO of Primos Hunting, added "It's amazing to see how far hunting has come since we started as Primos Yelpers. In the early days, we worked all year in a little workshop next to Will's garage just to make enough turkey calls to sell for three months. Success wasn't overnight, and we appreciate everything the MDWFP has done for us along the way."

During the award presentation, Primos was joined by his wife, Mary, his parents, Kenneth and Mary Anne, and his brothers Houston and Don, along with a host of friends and Primos staff.

About Primos Hunting

Primos Hunting, a Vista Outdoor brand, manufactures calls for elk, deer, turkey, predator and waterfowl as well as blinds, shooting accessories, game cameras, attractants and supplements, clothes, and other hunting accessories. Primos also produces the ever-popular video series “The TRUTH” and the television show “Primos’ TRUTH About Hunting.” For news and information, visit www.primos.com or follow us on Instagram at https://www.instagram.com/primos_hunting/ and Facebook at <https://www.facebook.com/primoshunting/>. Stream the Language on YouTube at www.youtube.com/user/PrimosHuntingVideo.

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