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FOR IMMEDIATE RELEASE

Federal Premium Sponsors Pass It On – Outdoor Mentors Expansion

Federal Premium® Ammunition has stepped up with a three-year commitment to help expand and grow the Pass It On - Outdoor Mentors program, giving more children the opportunity to experience the great outdoors.

ANOKA, Minn. – Dec. 17, 2013 – Federal Premium® Ammunition and Pass It On – Outdoor Mentors are proud to announce a new three-year sponsorship commitment to help expand and grow the Pass It On - Outdoor Mentors program that gives children the opportunity to experience the great outdoors. The organization is currently working in several states to implement outdoor mentoring partnerships that provide more opportunities for kids to learn to hunt, shoot and fish.

“With our emphasis on reaching children with no connection to the outdoors, it is critical to our efforts that we depend on support from the outdoors industry,” said Mike Christensen, Pass It On – Outdoor Mentors President. “Having Federal Ammunition on our team will greatly enhance our ability to get kids outdoors.”

“Research by a number of organizations confirms that new hunters and shooters are recruited by a mentor. Growing this model is good for the future of hunting and shooting,” said Federal Premium Ammunition’s Conservation Manager Ryan Bronson. “Pass It On – Outdoor Mentors is one of the few organizations that bridge the gap between youth mentoring organizations and hunting organizations, and that’s why we chose to support it.”

Pass It On – Outdoor Mentors partners with state fish and wildlife agencies, conservation organizations and youth organizations to give at-risk children opportunities to participate outdoor sports and activities.

“Too many children today don’t ever get the chance to experience the great outdoors,” Christensen said. “When you hear a youngster say they’ve never seen a cow or been on a dirt road, you know we have to step up our efforts to get these children outdoors. We’re working to change that.”

About Federal Ammunition

Since 1922, Federal Premium® Ammunition has been providing hunters and shooters with high-quality shotshell, centerfire and rimfire ammunition. To learn more about Federal Premium's products and programs, go to www.federalpremium.com.

About Pass It On – Outdoor Mentors

Pass It On – Outdoor Mentors is a Wichita, Kansas-based national organization dedicated to providing children with mentors who will share with them the experiences of traditional outdoor activities. The heart of the group's mission is to give children opportunities to connect with nature. Partnering with organizations with like-minded conservation and youth participation efforts, such as Big Brothers Big Sisters, Pheasants Forever, the National Shooting Sports Foundation, Delta Waterfowl, the Rocky Mountain Elk Foundation, the National Wild Turkey Federation, and others, the group finds and trains volunteers with a passion for the outdoors who can give a child the chance to go fish, hunt or simply spend time in the fields with a caring adult. For more information about Pass It On – Outdoor Mentors, please visit www.outdoormentors.org.