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**FOR IMMEDIATE RELEASE**

## **ATK Sporting Names JJ Reich Public Relations Specialist**

***ATK announces JJ Reich as the new Public Relations Specialist for ATK Sporting. Reich will be the day-to-day contact for media members and will work to garner editorial coverage for all brands and products.***

ANOKA, Minn. – February 21, 2013—ATK is pleased to introduce JJ Reich as the new Public Relations Specialist for ATK Sporting. He will now be a go-to contact for editors and media members.

Reich has been with ATK Sporting for more than two years as a copywriter on the Core Creative Team. He helped shape brand messaging through marketing materials, including product catalogs, print ads and new product literature. Before that, he spent seven years at North American Media Group, where he coordinated the Field Test marketing program.

Reich's new role will be crafting and distributing company news and marketing messaging. He will be the day-to-day contact for media members and will work to garner editorial coverage for all ATK Sporting products, including assisting media with questions and facilitating product reviews.

With ten years of freelance writing experience, Reich has written many outdoor-related articles for national and regional outdoor publications. He has developed solid relationships with writers, editors and marketing professionals throughout the hunting industry. He also has extensive experience with media hunts, product events and tradeshow.

"We're excited to add JJ to the Communications Team," said Communications and Events Manager Tim Brandt. "He has been a valued member of the marketing department during his time with the company and will definitely shine in his new position. JJ's product knowledge, combined with his writing ability and existing industry relationships, make him a perfect fit."

Reich is a member of the Professional Outdoor Media Association (POMA) and a volunteer hunter education instructor. He is an accomplished hunter and angler who spends a significant amount of personal time in the field and on the water.

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