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**FOR IMMEDIATE RELEASE**

## **Champion Expands VisiColor Zombie Targets with Cartoons**

*This year, Champion® Traps and Targets adds Cartoon Zombies to the VisiColor™ Target line-up. VisiColor technology provides instant feedback with radiation green, fluorescent yellow, and white hit marks. Developed with highly-technical printing processes, these targets achieve reliability, amazing visibility and ultimate realism for hours of non-stop fun. These new cartoons offer a fun twist to target shooting with a design that promotes more efficient practice.*

ANOKA, Minn. – Oct. 11, 2013 – With Halloween right around the corner, Champion® reminds customers of its four new VisiColor™ Cartoon Zombie targets. Champion's photo-realistic paper zombie targets have swarmed ranges across the country for the last few years, and now a new spawn of cartoon zombies are in the lineup. The creatively illustrated, full-color targets add fun to time spent at the shooting range for both young and old.

Champion's VisiColor targets provide instant feedback, and the new Cartoon Zombies are no exception. With every positive hit, the heads of each zombie reveal a radiation green color, while the bodies react in fluorescent yellow. Misses are illustrated in white. Developed with vivid, digital imagery, Cartoon Zombie Targets give shooters more reason to hit the range and perfect their skills.

Shooters can choose what animal they're going to take down next with a Cartoon Zombie variety pack that includes two targets each of "Crazy Clown Takedown," "Wild Turkey Terror" and "Brain-Starved Buck." The nightmarish "Grizzly Bear Scare" is offered in a 50-count bulk pack. All of the targets are a large, 18-inch-by-12-inch size just like last year's amazingly-popular photo-realistic Zombie Animals.

### **Part Number / Description / MSRP**

46042	Cartoon Zombie Variety 6-Pack	\$9.49
46044	Cartoon Zombie Bulk Pack—Grizzly Bear Scare	\$51.95

To learn more about the VisiColor line of targets, and all of the great shooting accessories from Champion, go to [www.championtarget.com](http://www.championtarget.com).