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FOR IMMEDIATE RELEASE

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BLACKHAWK! “Own It” Consumer Contest Still Open

BLACKHAWK!®, a leading manufacturer of tactical duty gear, apparel and accessories, commemorates 20 years of producing the finest gear for law enforcement, military personnel, shooting enthusiasts and first responders. As part of their anniversary, BLACKHAWK! celebrates its loyal customer base with the “Own It” consumer contest. Twenty prize packages, valued at nearly \$200 each, will be awarded for the most inspiring, heroic or interesting stories involving BLACKHAWK! gear. Eligible submissions will be accepted through the BLACKHAWK! Facebook page. Story submissions should be original and true with a minimum of 50 characters and a maximum of 1,000 characters. Entrants have until Jan. 31 to submit their stories. A special committee will choose the winners and publish the stories on the BLACKHAWK! Facebook page for others to enjoy. From its humble beginnings in a Virginia garage, BLACKHAWK! is now a global enterprise, consisting of more than 6,800 SKU’s and three domestic production facilities.

NORFOLK, Va. – January 14, 2014 - BLACKHAWK!® commemorates 20 years of producing the finest gear for law enforcement, military personnel, first responders and shooting sports enthusiasts. To celebrate the loyal customers who have patronized BLACKHAWK! over those years, the BLACKHAWK! “Own It” contest will award prize packages for the 20 most inspiring, heroic or interesting stories involving BLACKHAWK! gear. Each prize package is valued at nearly \$200.

“Customer loyalty has been vital to the success of BLACKHAWK! in our 20 years of business,” said BLACKHAWK! Brand Director Chuck Buis. “Gathering and sharing these stories is a great way to celebrate our anniversary and show our customers our appreciation of their continued patronage over those years.”

Individuals can submit their stories by visiting the BLACKHAWK! [Facebook page](#). Each entrant must become a Facebook fan and complete the entire submission, including an original, true and interesting, heroic or inspiring story about the entrant’s actual or observed use of BLACKHAWK! gear. Minimum story length is 50 characters with the maximum story length set at 1,000 characters. Stories can be submitted up until Jan. 31.

A special committee will select the winning stories. Winners will receive a prize package of BLACKHAWK! gear and their story will be published on the BLACKHAWK! Facebook page for others to enjoy.

BLACKHAWK! began in the garage of a former U.S. Navy Seal. In the span of 20 years, BLACKHAWK! has transformed into a global enterprise owned by ATK Sporting and now consists of more than 6,800 SKU's with three domestic production facilities.

For more information on BLACKHAWK! and BLACKHAWK! products, log on to www.BLACKHAWK.com or call 800-694-5263.