

BLACKHAWK!

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NRA's *Shooting Illustrated* Awards BLACKHAWK! Diversion Bags with Golden Bullseye Award for 2014 Accessory of the Year

***Shooting Illustrated* magazine bestowed the Golden Bullseye Award to the BLACKHAWK!® Diversion® line of bags for 2014 Accessory of the Year. The Golden Bullseye Awards are given to products for excellence, innovation and quality by the National Rifle Association (NRA) Publications. The full line of customized Diversion bags prevent drawing unwanted attention, and give gun owners discreet weapon storage, retention and transportation capabilities.**

NORFOLK, Va. – April 16, 2014 – The BLACKHAWK!® Diversion® Line of Bags has received *Shooting Illustrated's* NRA Golden Bullseye Award for 2014 Accessory of the Year.

Now in their 12th year, the NRA Golden Bullseye Awards acknowledge the finest products available in the shooting sports. A seven-member committee, consisting of editors, graphic designers and veteran National Rifle Association (NRA) Publications staff, nominates and selects each winner. After months of rigorous testing and evaluation, the committee bestows Golden Bullseye Awards to products that exceed the evaluators' expectations and are innovative in design and function.

BLACKHAWK! will accept this award during a special breakfast at the 2014 NRA Annual Meetings & Exhibits on Friday, April 25 in Indianapolis, Ind.

"Receiving the NRA Golden Bullseye Award is an extremely high honor and one that reinforces our company's dedication to the shooting sports industry," said BLACKHAWK! Brand Director Chuck Buis. "The editors and personnel at NRA Publications represent more than a century of collective experience in the shooting industry. Their acknowledgement of the inherent benefits within the Diversion line directly corresponds to the positive feedback we have received from firearms owners who use our bags every day."

The Diversion line is constructed with high-quality materials and uses common color schemes and designs that mimic everyday bags and packs to prevent unwanted attention. Seven unique models are expertly designed to provide excellent retention and padding to fulfill any responsible firearm owner's needs for discreet concealment.

For more information on BLACKHAWK! products, visit www.BLACKHAWK.com.