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BLACKHAWK! Lends Support to NSSF's Project ChildSafe with PSA Video

NORFOLK, Va. – March 18, 2015 – BLACKHAWK!® announces its support of the Project ChildSafe (PCS), a program initiated by the National Shooting Sports Foundation (NSSF) to educate the public about firearm safety. The program provides firearm safety kits through local law enforcement agencies. The kits include educational information and gun locks for securing firearms. During the past decade, the program has partnered with 15,000 law enforcement agencies to distribute 36 million free firearm safety kits.

In an effort to help raise awareness of firearm safety, BLACKHAWK! produced a public service announcement (PSA) featuring professional shooter Todd Jarrett. To view the PSA with Jarrett, visit [YouTube](#).

BLACKHAWK! encourages firearm owners to [sign the PCS pledge](#) to respect and secure all firearms when not in use. To [get a safety kit](#), visit ProjectChildSafe.org. Law enforcement agencies interested in participating can request partner materials through PCS. To learn more visit: <http://www.projectchildsafe.org/for-law-enforcement>.

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

About Vista Outdoor Inc.

Vista Outdoor is a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has more than 30 well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor accessories categories. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 10 U.S. States, Puerto Rico, Mexico and Canada along with international sales and sourcing operations in Canada, Europe, Australia, New Zealand and Asia. For news and information visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

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