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**FOR IMMEDIATE RELEASE**

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## **Federal Premium Encourages Gun Owners to Support NSSF's Project ChildSafe with PSA Video**

ANOKA, Minn. – March 17, 2015 – Federal Premium® Ammunition announces its support of Project ChildSafe (PCS), a program initiated by the National Shooting Sports Foundation (NSSF) to educate the public about firearm safety. The program provides firearm and ammunition safety kits through local law enforcement agencies. The free kit includes educational information and gun locks for safely securing firearms. Over the last decade, the program has partnered with 15,000 law enforcement agencies to distribute 36 million free firearm safety kits.

To help raise awareness of firearm safety and to show its support for the PCS initiative, Federal Premium has released a public service announcement (PSA) featuring brand ambassador and professional shooter Julie Golob. The video encourages the public to safely secure firearms and ammunition. To view the PSA with Golob, visit <https://www.youtube.com/watch?v=7x7IVvgZ1D0>.

Federal Premium encourages firearm owners to sign the PCS pledge to respect and secure all firearms when not in use. Law enforcement agencies that are interested in providing PCS kits and locks can learn more visit <http://www.projectchildsafe.org/for-law-enforcement>.

For more on Federal Premium, go to [www.federalpremium.com](http://www.federalpremium.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](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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