



**Contact: JJ Reich
Communications Manager
Shooting Sports
763-323-3862**

FOR IMMEDIATE RELEASE

E-mail: Vistapressroom@vistaoutdoor.com

Federal Premium Continues 81-year Support of 4-H Shooting Sports

ANOKA, Minnesota – July 10, 2015 – Federal Premium® Ammunition was a top-level sponsor of the 2015 4-H Shooting Sports National Championships held at Heartland Public Shooting Park in Grand Island, Nebraska, June 21-26. The event set records with teams representing 32 states and 620 individual competitors in a variety of shooting disciplines.

Federal Premium Ammunition has sponsored 4-H conservation and shooting sports programs for more than 80 years. In addition to sponsoring national competitions, the company was integral in both the formation of 4-H conservation-themed camps in 1934 and the Shooting Sports project in 1976.

“Federal Premium supports our national shoot every year,” said National 4H Shooting Sports Coordinator Conrad Arnold. “They also sponsor our leader training efforts as well, because recruiting adult leaders to coach clubs is the single most limiting factor to the growth of the program.”

4-H Shooting Sports reached over 330,000 children a year in 2015. Federal Premium has donated more than \$330,000 to 4-H Shooting Sports in the last decade, and its lifetime support totals more than \$1 million.

“Our relationship with 4-H is rooted in a common commitment to youth development via the shooting sports,” said Federal Premium Conservation Director Ryan Bronson. “The goal for Federal Premium is more than recruiting future customers. We’re concerned about developing responsible citizens that also appreciate and promote the rights and responsibilities of firearms ownership. We plan to continue these efforts for many more years to come.”

4-H has been one of the primary beneficiaries of the Federal Premium youth ammunition program. Federal Premium created a DVD in cooperation with 4-H that includes the 4-H method of teaching new shooters the basics of wingshooting, rifle and pistol shooting. This asset is available on the company website at cost. For more information on this DVD, along with more educational materials designed for new shooters, visit www.federalpremium.com/education.

To learn more about 4-H and its history within shooting sports, please visit:
4-hhistorypreservation.com/History/Events/Shooting_Sports.asp

Federal Premium is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on products from Federal Premium, visit 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 or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

###

Photo caption: The 4-H South Carolina shotgun team took time to visit with Federal Premium's Conservation Director Ryan Bronson following their trap competition at the Heartland Public Shooting Park.