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**FOR IMMEDIATE RELEASE**

## **Savage Arms Adds its Support to NSSF's Project ChildSafe**

**Savage Arms™ promotes responsible gun ownership by including a Project ChildSafe-approved lock with every new Savage and Stevens firearm. Savage has partnered with CCI Ammunition to debut a public service announcement about responsible gun ownership practices. The PSA video features the Landry family, stars of the hit show “Swamp People®” on HISTORY®.**

SUFFIELD, Conn. – March 4, 2015 – Savage Arms™ announces its support of the Project ChildSafe® (PCS) initiative championed by the National Shooting Sports Foundation (NSSF). The program provides free gun locks and safety education brochures to educate families and communities about responsible firearm and ammunition handling and storage. Kits are distributed by law enforcement agencies around the country.

Beginning this month, all new Savage and Stevens firearms will include a PCS lock, which prevents unauthorized use and requires a key to remove. In addition to the PCS lock, every new firearm will include a safety education brochure to provide families and communities the information necessary to begin a conversation about safe, responsible firearm ownership. Savage and Stevens firearms will also integrate program information and tools into marketing and sales communications.

To kick off its support, Savage enlisted the help of brand ambassadors Troy, Jacob and Chase Landry, stars of the TV series “Swamp People®” on HISTORY®. The Landry family has recorded a public service announcement (PSA) to air on the Savage and CCI websites, various social media channels and other outlets. In the PSA, patriarch Troy Landry reminds viewers of the responsibilities of gun ownership and that absolute adherence to safe gun-handling practices should never be overlooked—even if you work with firearms on a daily basis like he does.

To view the PSA, go to: [https://www.youtube.com/watch?v=Gb\\_V6MYHafM](https://www.youtube.com/watch?v=Gb_V6MYHafM).

Law enforcement agencies interested in distributing PCS kits can learn more and sign up at <http://www.projectchildsafe.org/for-law-enforcement>.

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To learn more about CCI Ammunition, visit [www.cci-ammunition.com](http://www.cci-ammunition.com).

To learn more about Savage Arms and its products, go to [www.savagearms.com](http://www.savagearms.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](https://www.facebook.com/vistaoutdoor).

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