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**FOR IMMEDIATE RELEASE**

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## **Champion Traps & Targets Releases Center Mass AR500 Steel Targets**

### **Champion Center Mass Steel Targets Are Made in the U.S.A. from Premium Rolled and Hardened AR500 Steel**

**OVERLAND PARK, Kansas – December 13, 2016** – Champion Traps & Targets, makers of interactive and challenging target systems, expands their product portfolio with a new line of AR500 Steel Targets. The new Champion Center Mass AR500 Steel Targets are designed for years of fun at the range.

Nothing beats the instant feedback and satisfying ‘PING!’ when a well-aimed shot hits a steel target, but not all steel is created equal. AR500 Steel is hard enough to withstand multiple calibers at the appropriate distances. Center Mass come in three different shapes and sizes, allowing for a customizable shooting experience.

“Interactivity is the name of the game when it comes to the range today,” said Eliza Graves, Brand Manager for Champion. “Shooters want to have fun and improve their skills with immediate feedback. Hearing is believing with Champion Center Mass Steel Targets.”

Center Mass targets are precision, laser-cut from premium rolled and hardened AR500 steel. They are made in the U.S.A. and feature square holes for perfect mounting using ½-inch carriage bolts. The centerfire rifle rated targets are ⅜-inch thick and the centerfire pistol rated targets are ¼-inch thick.

Champion is a Vista Outdoor brand. For more information, visit <http://www.championtarget.com>.

#### **About Vista Outdoor**

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven,

high-quality and innovative products for individual outdoor recreational pursuits. 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 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, Europe and New Zealand. 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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