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Federal Premium Continues 83-Year Support of 4-H Shooting Sports

ANOKA, Minnesota – July 6, 2017 – Federal Premium Ammunition was a top-level sponsor of the 2017 4-H Shooting Sports National Championships held at Heartland Public Shooting Park in Grand Island, Nebraska, June 26-30. The event set records with teams representing 32 states and 716 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 4-H 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.”

Currently there are more than 400,000 youth and 19,000 adult volunteers and Professional Extension Educators participating in the National 4-H Shooting Sports Program. Federal Premium has donated more than \$440,000 to 4-H Shooting Sports in the last decade, and its lifetime support totals more than \$1.2 million.

“Our relationship with 4-H is rooted in a common commitment to youth development via the shooting sports and hands-on learning opportunities,” said Federal Premium Education Specialist Jon Zinnel. “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.”

Fellow Vista Outdoor brands Champion Traps and Targets, RCBS, Bushnell and Savage Arms also supported the National 4H Shooting Sports Championships in Grand Island Nebraska as Silver Sponsors. Savage Arms is donating firearms for fundraising efforts to the 4-H program, and they also offer a discount program to 4-H clubs on their Mark 1 and Mark 2 rimfire rifles, some of the most popular rifles with youth shooters.

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.

Photo Caption: Nicole Pokorney of Minnesota 4H, Bill Dermody of Savage, and Conrad Arnold of National 4-H Shooting Sports.

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, and Europe. 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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