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Federal Premium Gold Medal Grand Shines at ATA Grand American

ANOKA, Minnesota – August 31, 2017 – Federal Premium’s new Gold Medal Grand shotshells earned high praise and high scores at the Amateur Trapshooting Association’s 2017 Grand American World Trapshooting Championships in Sparta, Illinois, August 2-12. The event is widely considered the world’s largest and most prestigious trapshooting competition. This year’s contest drew 3,386 shooters who collectively represented over 30,000 entries in singles, doubles and handicap events.

“We are very proud that our team of sponsored shooters did extremely well at the Grand American,” said Federal Premium Shooting Promotions Manager Devon Harris.

Team Federal Premium shooter Sean Hawley led the charge by hitting 2,538 out of 2,600 targets to claim the coveted ATA 2600 High Over All (AAA) Champion title. “Shooters using Federal Premium Ammunition took home 28 percent of the trophies,” Harris added.

“We’re also honored by how positively shooters from around the world reacted to Gold Medal Grand,” Harris continued. “Many competitors told me they used to shoot other products, but switched to Gold Medal Grand because it performs as well or better, with noticeably less recoil. In fact, several shooters on the trophy list who don’t normally shoot Federal Premium took home Grand American trophies titles after switching to Gold Medal Grand.”

Gold Medal Grand improves upon the industry-leading design of Federal Premium’s trusted Gold Medal shotshells.

“For decades, Gold Medal set the standard for competitive trap, skeet and sporting clays shotshells,” explained Rick Stoeckel, Federal Premium Global Product Line Director. “New Gold Medal Grand raises the bar with less felt recoil, more reliable ignition, improved shot hardness and excellent reloadability—all with the same world-class performance shooters expect from Federal Premium Ammunition.”

Federal Premium scored another hit at the Grand American with its continued support of the popular Nostalgia Shoot, which is open to shooters armed with vintage Model 12, Model 21 and Ithaca single-barrel trap guns.

“The event was started in 2012 to honor the Model 12 shotgun—the benchmark of shooting for at least the past 75 years,” said Harris. “Federal Premium and the ATA share the cost of the shoot, which has become the most popular and prestigious of all the Grand American side events. This year, 264 shooters brought guns from around the world to participate.”

Harris noted that the Nostalgia Shoot was a perfect complement to Federal Premium’s commitment to the future of shotshell performance. “A number of shooters praised us for honoring the past, while at the same time rewriting the future of trapshooting with Gold Medal Grand,” he said.

Federal Premium is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. For more information on Federal Premium and new Gold Medal Grand shotshells, go to www.federalpremium.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, 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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