



FOR IMMEDIATE RELEASE

NRA Women Names Federal's Punch 22 LR as a 2022 Golden Bullseye Award Winner

ANOKA, Minnesota – January 14, 2022 – Federal's Punch 22 LR has been honored with the 2022 *NRA Women* Gear of the Year Golden Bullseye Award. Federal will be recognized in association with the award during a special reception on Friday, May 27, 2022, at the 2022 NRA Annual Meetings & Exhibits in Houston, Texas.

"Until Federal's introduction of Punch 22 LR, there wasn't a self-defense option for this platform," stated Rick Stoeckel, Federal's Product Director of Rimfire ammunition. "Defense with a handgun isn't one size fits all. Different shooters have different needs based on their firearm selection. We are proud and grateful to receive this award."

The first-of-its-kind 29-grain nickel-plated lead-core bullet is pushed at maximum velocities for the deepest penetration through short-barrel handguns. So, whether you want to carry a 22 LR pistol as a backup gun, don't feel comfortable with centerfire pistols, or simply want to get more versatility from your rimfire, Punch makes the 22 LR cartridge a viable choice.

The NRA Publications Golden Bullseye Awards acknowledge the finest products available in the shooting sports. To qualify for consideration for a Golden Bullseye Award, the product must meet a variety of demanding criteria on design, function, value and overall contribution to the shooting industry.

Federal's Punch 22 LR bullet itself is a departure from standard 22 LR design. It features a flat nose and utilizes a heavy nickel-plated jacket around a lead core. So not only does it travel faster than competing 22 projectiles, but its design also deliberately minimizes expansion and retains weight to maintain sufficient straight-line penetration. That is a lot to ask from a .22 bullet, which is why other manufacturers have shied away from the challenge. But Federal's engineering team pulled it off, giving America's favorite cartridge a chance to prove itself for protection.

Federal ammunition can be found at dealers nationwide or purchased online direct from Federal. For more information on all products from Federal or to shop online, visit www.federalpremium.com.

Press Release Contact: JJ Reich
Senior Manager – Press Relations
E-mail: VistaPressroom@VistaOutdoor.com

About Federal Ammunition

Federal, headquartered in Anoka, MN, is a brand of Vista Outdoor Inc., an outdoor sports and recreation company. From humble beginnings nestled among the lakes and woods of Minnesota, Federal Ammunition has evolved into one of the world's largest producers of sporting ammunition. Beginning in 1922, founding president, Charles L. Horn, paved the way for our success. Today, Federal carries on Horn's vision for quality products and service with the next generation of outdoorsmen and women. We maintain our position as experts in the science of ammunition production. Every day we manufacture products to enhance our customers' shooting experience while partnering with the conservation organizations that protect and support our outdoor heritage. We offer thousands of options in our Federal Premium and Federal® lines-it's what makes us the most complete ammunition company in the business and provides our customers with a choice no matter their pursuit.