



FOR IMMEDIATE RELEASE

## **100-Year Celebration Content Added to the Federal Ammunition Website: The Horn Era and Federal Fusion**

**ANOKA, Minnesota – September 29, 2022** – As part of the 100-year anniversary celebration, Federal Ammunition is featuring monthly online content celebrating Federal's rich history. The month of September highlighted the ownership era of Charles L. Horn and the Federal Fusion Hunting Loads. Content can be found on the 100-year anniversary website: [A Century Of Authority \(federalpremium.com\)](https://www.federalpremium.com).

"The End of the Horn Era and an Ownership Journey" follows the management journey from founder and president, Charles L. Horn, to Vista Outdoor. Charles Horn was known for being a businessman that cared for his employees and the town of Anoka, Minnesota. From making sure Federal Ammunition facilities were cared for at a high standard to many donations to local organizations, Charles Horn set the tone for Federal Ammunition for decades to come.

"In the nearly 50 years since Charles L. Horn has stepped down from the company a much has changed, but much has stayed the same," said Jason Nash, Federal Ammunition Vice President of Marketing. "Federal Ammunition is still run by sound leaders and dedicated employees and our commitment to give back to the local and shooting/hunting communities remains strong."

Covering the success of one of Federal's most popular hunting loads, "Federal Fusion Hunting Loads" covers the creation, innovation, and successful performance of the Fusion bullet. Launched in 2005, the Fusion line boasts a lead alloy core that is precision plated with a uniform thickness of copper and then formed into a final shape.

"Federal Fusion ammunition showcases how Federal Ammunition can produce a bonded bullet that doesn't affect accuracy," said Nash. "The success in the field of the Fusion line is why it's available in so many calibers from .223 to the large calibers taken on safari's and nearly everything in-between."

Each month through the end of 2022, Federal Ammunition will be uploading additional content focused on the rich history of this American ammunition company. In addition to

the monthly online content, Federal Ammunition has released a 244-page book preserving the company's history. *Federal Ammunition: The First Hundred Years* can be found online: [Buy Federal The First 100 Years for USD 59.99 | Federal Ammunition \(federalpremium.com\)](#).

For more information on all products and online services from Federal or to shop online, visit [www.federalpremium.com](http://www.federalpremium.com).

**Press Release Contact: JJ Reich**

Senior Manager – Press Relations

E-mail: [VistaPressroom@VistaOutdoor.com](mailto: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.