



FOR IMMEDIATE RELEASE

## **Federal Ammunition Will Showcase New HammerDown Rimfire Loads at the 2024 NRA Show**

**ANOKA, Minnesota – May 14, 2024** – Federal Ammunition will unveil new products at the 153<sup>rd</sup> NRA Annual Meetings & Exhibits, held at the Kay Bailey Hutchison Convention Center, on May 17-19, 2024 in Dallas, Texas. Attendees are encouraged to visit booth 8644 to see all of Federal’s new products for 2024, which include new and never-seen-before Federal Premium HammerDown rimfire loads.

“The technology that revitalized centerfire lever-action rifles and carbines is now available for rimfire. Our new HammerDown Rimfire 22 LR load features a specially modified copper-plated hollow point bullet designed to function flawlessly in all lever guns and modern sporting rifles,” said Federal Rimfire Product Director Jason Slinkard. “The new bullet’s hollow-point design offers excellent expansion at hunting ranges between 25 to 100 yards for small game. It also offers nickel-plated cases to increase smooth functioning in all actions and excellent protection from the elements.”

Velocities of these new rimfire loads are customized to produce superior ballistics and terminal performance on small game through lever-action rimfire rifles. The geometry of each round’s case, bullet, and cartridge ensures flawless cycling through a tubular magazine and typical lever-action and MSR feeding systems. The HammerDown 22 LR load features a 40-grain, copper-plated hollow-point bullet, packaged in 325-round bulk boxes.

The 2023 NRA Annual Meetings & Exhibits will showcase over 14 acres of the latest guns and gear throughout the weekend event. Learn more at: [www.nraam.org](http://www.nraam.org).

Federal ammunition can be found at dealers nationwide and online. For more information on all products from Federal, visit [www.federalpremium.com](http://www.federalpremium.com).

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## **About Federal Ammunition**

Federal, headquartered in Anoka, MN, is an ammunition brand of The Kinetic Group. 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.