



FOR IMMEDIATE RELEASE

Federal Ammunition to Host Medal of Honor Winner Sammy Davis and More at the 2024 NRA Show

ANOKA, Minnesota – May 10, 2024 – Federal Ammunition is set to host two of its brand ambassadors and conduct a gun giveaway, in booth 8644 at the 153rd NRA Annual Meetings & Exhibits, held at the Kay Bailey Hutchison Convention Center, on May 17-19, 2024 in Dallas, Texas. Attendees are encouraged to sign up for a chance to win a Rob Roberts Custom Benelli Super Black Eagle 3 and meet Federal brand ambassadors Sammy Davis and Ava Flanell who will visit with NRA members and sign autographs.

“U.S. Army Private First Class Sammy Lee Davis was presented the Medal of Honor for military valor during the Vietnam War. He has also authored a book about his inspiring true life story as a Vietnam veteran. We are again excited to have him in our booth at this year’s NRA Show,” said Federal Ammunition Vice President of Marketing, Jason Nash. “Ava Flanell is a firearms instructor and host of the Gun Funny podcast. Her videos have more than one million views on YouTube. Her efforts to educate and entertain while advocating for gun rights are impressive.”

Sammy Davis will conduct a meet & greet with book signing from 10 a.m. to 12 p.m. and 1 p.m. to 3 p.m. on Friday. Ava Flanell will conduct a meet & greet with picture signing from 11 a.m. to 12 p.m. on Saturday.

Rob Roberts Gun Works offers a full line of popular products and services for shotguns and rifles. They are especially known for custom work on Benelli Super Black Eagle shotguns. This year at the NRA Show, those who sign up for Federal’s product e-newsletter and text promotional notifications will be entered to win one of these specialized, custom shotguns.

The 2024 NRA Annual Meetings & Exhibits will showcase over 14 acres of the latest guns and gear. Learn more at: 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.

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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.