Dear Range Owner:

We’re excited to have your participation in NSSF’s 2018 National Shooting Sports Month. To help you spread the word about this month-long celebration to your customers and community, you’ll find a press release template on the following page that you may use to post on your website, send to your local newspapers, television stations and radio networks and use in your social media campaigns. We’ve even created a sample quote for you to use, though you may certainly craft your own to emphasize any discounts or other incentives you’ll be using to encourage your customers to join in the fun.

Let’s make the 2018 National Shooting Sports Month a great success and send the message to family, friends and your community that the shooting sports are some of the safest and most entertaining activities around. #LetsGoShooting

**[Your Organization] Signs on to Celebrate 2018 National Shooting Sports Month**

[Your Town, State] – **[Organization]** today announced its involvement in the 2018 National Shooting Sports Month in partnership with the National Shooting Sports Foundation (NSSF). Created to encourage participation in the shooting sports and emphasize firearms safety, this nationwide celebration will take place throughout the month of August.

[YOUR SAMPLE COMPANY QUOTE: “We are truly excited to see NSSF promoting National Shooting Sports Month,” said YOUR NAME/TITLE. “This is the perfect incentive for our regular range customers to introduce someone new to the sport they love and for those who haven’t been out to the range lately to get back out there and get in some practice. We’re even offering some great discounts on range fees and gear in the pro shop to help, so if you’re a fan of the shooting sports, come on out and see what we have to offer.”]

“Our first National Shooting Sports Month last year was a tremendous success, thanks to hundreds of ranges and retailers across the country signing up to take part and getting the word out to their customers and communities,” said Zach Snow, NSSF Director, Shooting Range Services. “We’re thrilled to have YOUR ORGANIZATION join in continuing the celebration of the shooting sports in 2018.”

Whether you’re an experienced competitor, a hunter or a person just becoming interested in acquiring their first firearm and learning how to shoot, NSSF’s 2018 National Shooting Sports Month has a range near you working to encourage your skill building and firearms safety education. Visit [shootingsportsmonth.org](http://www.shootingsportsmonth.com) to learn more, and be sure to “Like” [NSSF’s Facebook page](https://www.facebook.com/NSSFcomm/) to see updates from other ranges and retailers near you participating, as well as stories from friends and family across the country helping everyone celebrate this special event.

Have plans to head to your National Shooting Sports Month participating range in August? Tell us about your experience on Facebook, Twitter and Instagram with the hashtag #LetsGoShooting.

# # #

**ABOUT [YOUR ORGANIZATION**]

**YOUR COMPANY boilerplate/mission statement goes here.**

**ABOUT NSSF**
The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 12,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, visit[***www.nssf.org***](http://www.nssf.org/).