

NEWS



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For Immediate Release:
May 21, 2007

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Big Rock Sports "Shoot-Out" Event Raises \$50,000 For NSSF

Newport, NC - Big Rock Sports, headquartered in Newport, NC, recently hosted the 1st Annual Golf & Sporting Clay Shoot-Out at the Homestead Resort in Hot Springs, Virginia. The 2-day event was coordinated to raise funds in support of the National Shooting Sports Foundation (NSSF). The National Shooting Sports Foundation is the trade association for the shooting, hunting and firearms industry. Formed in 1961, the National Shooting Sports Foundation is a not-for-profit organization with a membership of more than 3,600 manufacturers, distributors, retailers, sportsmen's organizations and publishers. In addition, the foundation administers industry programs such as National Hunting & Fishing Day, observed the fourth Saturday in September, which recognizes hunters and anglers for their contributions to America's conservation movement and raises public awareness and understanding of hunting and fishing. The Scholastic Clay Target Program is a youth shooting program that utilizes a network of volunteer coaches and directors, providing young skeet, trap and sporting clays shooters an opportunity to compete for scholarships while earning state and national recognition and the Step Outside Program, which is a program that encourages outdoor enthusiasts to welcome friends, family and special guests to share hunting and other outdoor experiences such as target shooting, archery and fishing to name a few.

"The first annual Big Rock NSSF "Shootout" at The Homestead in Hot Springs, VA far exceeded everyone's expectations. With 50 plus people in attendance for the two-day event, everyone had a great time at the shooting range and on the two premier on site golf courses. Evening discussions over cocktails and dinner allowed for senior management of our industries' top companies to trade ideas and discuss key issues facing the shooting sports industry.

Last but definitely not least, the sporting clay and golf partner auction along with the live auction that featured outstanding hunting and fishing trips, unique collector quality guns, optics, shooting accessories, and other great auction items raised a grand total of \$50,000 for NSSF to be used to support the NSSF legal defense program as well as the Scholastic Clay Target Program and National Hunting & Fishing Day which will be held Sept 22nd this year," commented Gary Zurn, Senior Vice President of Marketing for Big Rock Sports."

Doug Painter, President and CEO of the National Shooting Sports Foundation stated "All of us at NSSF are extremely pleased with Big Rock Sports most generous contribution of \$50,000 to help support our efforts to promote shooting sports participation and to protect our firearms freedom. One of the great values of the Big Rock Sports event was providing industry leadership the opportunity to meet and discuss our common challenges, as well as to participate in the sports that we all have a great passion for."

Big Rock Sports is the parent company of All Sports, AWR Sports, CSI Sports, Henry's and MT Sports, wholesale sporting goods distribution centers located across the nation. Big Rock Sports companies service more than 14,000 hunting and fishing retailers from coast to coast.

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