



OpticsPlanet, Inc. "Gear Up For A Cause" Campaign Generates \$82,000 For Wounded Veterans With Ranger Road

FOR IMMEDIATE RELEASE

NORTHBROOK, Ill., July 25, 2022 – OpticsPlanet.com, the leading online destination for technical and high-performance gear, re-launched the 'Gear up for a Cause' campaign with Ranger Road this past May, for the first time since 2019, **generating \$82,000 to support wounded veterans.**

With one goal in mind, 'Gear up for a Cause' focuses on raising charitable donations toward different veteran-based programs offered by Ranger Road, such as scuba diving, road racing, hunting, fishing trips, and more. This year's campaign started May 16, 2022, and ended July 4, 2022, with a portion of all sales raised through OpticsPlanet.com during this period being donated to Ranger Road.

"We knew that after 3 years, the re-launch of Gear up for a Cause would be very successful," said Cynthia Do, campaign manager at OpticsPlanet, Inc. "We had no idea we would **raise over \$20,000 more than we did in the summer of 2019!** This is a welcomed surprise, and we cannot wait to see what this donation does for our wounded veterans. "

"We are again grateful for OpticsPlanet supporting our returning veterans through Ranger Road," said Mikhail Venikov president at Ranger Road "Nothing we do within Ranger Road would be possible without great organizations and the American people coming together."

This year OpticsPlanet.com received support from industry powerhouse brands such as [Vortex Optics](#), [Pulsar](#), [TRYBE Defense](#), [Trijicon](#), [Streamlight](#), [SightMark](#), [Rise Armament](#), [Sig Sauer](#), and [Fab Defense](#).

For more information visit [Gear up for a Cause](#)

About OpticsPlanet, Inc.

OpticsPlanet, Inc. is the Destination for Gear™ and the leading online retailer of tactical, hunting, and outdoor goods. Since 2000, its flagship store www.OpticsPlanet.com has offered a diverse product selection for those who play, work, and serve with passion.

Today, OpticsPlanet.com offers items from over 4,000 brands in 600 specialized categories, providing customers with high-quality optics, gun parts, shooting accessories, hunting and outdoor gear, apparel and footwear, and ammunition to fulfill their professional or recreational needs.

The company's success created new opportunities to give back to the community that helped them get this far, including their OpticsPlanet Cares program that has provided over \$500,000 to various organizations that aid those who serve and their families.

For more information, please visit OpticsPlanet.com, and follow OpticsPlanet on [Twitter](#), Instagram, and [Facebook](#).

About Ranger Road

Ranger Road is a nonprofit charity providing veterans the necessary tools to be successful during the crucial transition from military to civilian life. By pushing towards lasting solutions that bring veterans with and without disabilities together with civilians, we can be part of a community and support system that thrives on community involvement and physical and emotional wellness. The activities and programs developed have been proven to help veterans handle stress, lower rates of anxiety and depression, and improve overall wellness.

For more information, please visit RangerRoad.org, and follow Ranger Road on [Instagram](#) and [Facebook](#).

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