



## **OpticsPlanet Inc. Launches Their Second Annual Gear Up for a Cause Campaign to Raise Money for Military Veterans and Their Families**

*Gear Up for a Cause is a multi-tiered and caused-based promotional campaign that features special promotional offers and sales events designed to raise money and awareness for Hope For The Warriors®.*

**Northbrook, Illinois May 16, 2016** -- OpticsPlanet.com, for the second year in a row, has launched their annual Gear Up for a Cause campaign. Running May 9th through June 19th, Gear Up for a Cause is a multi-tiered and caused-based promotional campaign that features special promotional offers and sales events designed to raise money and awareness for Hope For The Warriors®.

OpticsPlanet's Gear Up for a Cause campaign includes six weeks of special sales events on OpticsPlanet.com. The most in-demand products from their campaign partners will be featured, including Vortex, Sellmark, Vista Outdoor, Crimson Trace, Nikon, Streamlight, Leupold, Steiner, EOTech, and Trijicon products. All purchases during the campaign will trigger a donation to benefit the cause. Purchases of any item from the ten special campaign partners increases the donation amount to Hope For The Warriors® by five times as much. OpticsPlanet Inc. hopes to raise upwards of \$50,000 during this campaign, with the intention of doubling last year's donation of \$25,000 to the Fischer House Foundation.

Hope For The Warriors® was founded by military families aboard Marine Corps Base Camp Lejeune, NC in 2006 as they witnessed, firsthand, the effects war imparts on service members and their families. Hope For The Warriors® has remained grounded in family values as the organization expands both the span of programs offered and the number of wounded, family members, and families of the fallen assisted. The leadership of the organization remains in the dedicated hands of combat veterans and military family members. Hope For The Warriors® has a 4 Star rating with Charity Navigator.

### **About OpticsPlanet, Inc.**

Founded in 2000, OpticsPlanet, Inc. is the leading online destination for technical and high-performance gear. OpticsPlanet, Inc. serves demanding enthusiasts and professionals who are passionate about their jobs, serious about their recreation, and devoted to their service. Currently offering over 1,000,000 items from 2,600 brands in over 500 niche specialty categories,

OpticsPlanet, Inc.'s wide selection of riflescopes, holsters, sunglasses, flashlights and more combined with great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2015, the company was recognized for the ninth straight year by Internet Retailer Magazine as one of the top 200 e-retailers in the United States. OpticsPlanet, Inc. has also been recognized by Inc. Magazine as one of the top 5,000 fastest growing companies in the country, and the Better Business Bureau has ranked them as A+.

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