



OpticsPlanet.com Launches 3rd Annual Gear Up for a Cause Campaign

For Immediate Release

Opticsplanet.Com Launches Gear up for a Cause to Raise a Charitable Donation for Service Members and Their Families

Gear Up for a Cause is a cause-based promotional campaign that features special offers and sales events designed to raise a charitable donation and awareness for Hope For The Warriors®.

Northbrook, Illinois May 8, 2017

OpticsPlanet.com is looking to express appreciation to our nation's heroes by striving to raise \$50,000 to support veterans and their families through the Gear Up for a Cause campaign. Each time a customer makes a purchase from now until June 18th, 2017, OpticsPlanet.com will donate a portion of net proceeds from every order towards programs designed to help veterans.

OpticsPlanet has teamed up with some of the most prominent brands in the industry in continuing efforts to support our nation's veterans, service members, and their families. Offering weeks' worth of promotional offers and sales events, shoppers can get their gear and help a hero. In addition, OpticsPlanet is offering limited-time campaign exclusive events created specifically for Gear Up for a Cause. Alpha Crates is a surprise collection of hand-curated items, and OpticsPlanet will donate up to \$15 for each crate sold. In addition, OpticsPlanet.com will offer an item called the **S.P.O.I.L.S. Kit** for a limited time. This item is a collection of branded merchandise including hats, flashlights, bottle openers, lens cleaning cloths, and more provided by campaign partners. The best part is that the full \$20 cost of each kit will be given to the charity, helping them positively impact the lives of veterans who have bravely served our country.

Gear Up for a Cause supports Hope For The Warriors®, a nonprofit veteran service organization that provides assistance to combat wounded service members & their families. For over 10 years, this organization helps restore self, family, and hope by striving to meet the changing needs of those touched by military service. Hope For The Warriors has a 4 Star rating with Charity Navigator.

OpticsPlanet is no stranger to supporting the military and our veterans. In addition to the yearly Gear Up for a Cause campaign, in 2016 OpticsPlanet's Operation Gift campaign partnered with Operation Gratitude to help send more than 3,000 care packages to members of the armed forces serving across the world. "Our dedicated customers are continuously driving the success of these charitable efforts due to our shared passion for supporting our nation's heroes," says Meghan "Meg-O" O'Laughlin, Gear Up for a Cause Campaign Manager.

OpticsPlanet is proud to partner with Hope For The Warriors® as well as campaign partners Bushnell, Crimson Trace, FLIR, Holosun, Leupold, Pulsar, Steiner, Streamlight, Surefire, Trijicon, and Vortex.

For more information about Gear Up for a Cause and to help support veterans today, visit:

www.OpticsPlanet.com/GearUp.

About OpticsPlanet

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 over 2,700 brands in over 500 specialty categories, OpticsPlanet, Inc.'s wide selection of outdoor sporting goods and military gear 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 2016, the company was recognized for the 10th 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.

Other stores in OpticsPlanet, Inc.'s portfolio include OpticsPlanet.com, Dvor.com— the world's first members only store devoted to gear – EyewearPlanet.com, Tactical-Store.com and LabPlanet.com. For more information about Gear Up for a Cause, visit: www.OpticsPlanet.com/GearUp.

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