



OpticsPlanet Succeeds with Gear Up for a Cause Campaign, Raises \$25,000 for Fisher House Foundation

Booming two month campaign contributes significant donation for the Fisher House Foundation, a leading charity for veteran aid.

Northbrook, Illinois August 21, 2015 – Powered by astounding customer support, OpticsPlanet.com and the first annual *Gear Up for a Cause* campaign effectively raised \$25,000 to contribute to the Fisher House Foundation. Over 8 weeks between May 1st and June 30th, OpticsPlanet.com worked with the most prominent brands in shooting, hunting, and outdoors gear to develop a multi-tiered campaign and charity drive, focusing on numerous sales events and promotional offers as well as the largest sweepstakes in company history. Through these offers, *Gear Up for a Cause* successfully increased awareness and generated a sizable donation for the Fisher House Foundation, which has been assisting military personnel and their families for over 25 years.

To show our appreciation of our veterans and their families, OpticsPlanet.com created the *Gear Up for a Cause* campaign to give both active and retired servicemen the assistance they need and the recognition they deserve. To this end, OpticsPlanet teamed up with campaign partners who also support our troops, such as Crimson Trace, Aimpoint, EOtech, Vortex, Streamlight, ATN, Nikon, Trijicon, Burris, BLACKHAWK!, and Leupold. With the help of these partners, OpticsPlanet offered incredible deals and a wide selection of top-quality products while setting aside 1.25% of event net proceeds. In addition, OpticsPlanet also contributed .25% of proceeds from all sales on OpticsPlanet.com throughout the campaign.

These proceeds, amounting to \$25,000 total, have been donated to the [Fisher House Foundation](http://FisherHouseFoundation.org), one of the top rated veteran aid charities in the country. Founded in 1990, this organization has operated an extensive network of “Fisher Houses” across the United States and Europe, providing housing for veterans and their families near leading VA or Military Medical Facilities. Military families are welcomed to stay in private family suites free of charge while their soldiers undergo medical treatment, creating a powerful support network and ensuring veterans live fruitful and healthy lives after discharge. Public living and dining areas give each Fisher Houses an added element of support and comfort, creating a serene and understanding community in a trying time. In the last 25 years, the Fisher House Foundation has provided support for over 200,000 military families and has saved them over \$235 million in estimated travel and lodging expenses.

At OpticsPlanet, veterans come first, and we are proud to support the meaningful work done by the Fisher House Foundation. Based on a substantial outpour of customer

support, OpticsPlanet has been able to help the Fisher House Foundation improve the lives of our nation's heroes and their families.

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 2,500 brands in 300 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 2014, the company was recognized for the eighth 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+.

Some of the 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.

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