



OpticsPlanet Launches Gear Up for a Cause Campaign to Raise Money for Military Veterans and Their Families

Two month campaign will raise upwards of \$40,000 for military charity Fisher House Foundation.

Northbrook, Illinois May 1, 2015 – OpticsPlanet.com, in partnership with some of the biggest brands in shooting, hunting, and outdoor gear, has launched their first annual *Gear Up for a Cause* campaign. Running May 1st through June 30th, *Gear Up for a Cause* is a multi-tiered campaign and charity drive that includes a long list of special promotional offers and sales events, as well as the largest sweepstakes in company history, all being run in an effort to raise money and awareness for the Fisher House Foundation, who have been aiding military personnel and their families for over 25 years.

The core of OpticsPlanet's *Gear Up for a Cause* campaign includes 8 weeks of special sales events on OpticsPlanet.com, offering incredible deals and selection on quality products from our campaign partners, including: Crimson Trace, Aimpoint, EOTech, Vortex, Streamlight, ATN, Nikon, Trijicon, Burris, BLACKHAWK! and Leupold. As these events run throughout the campaign, OpticsPlanet will be setting aside 1.25% of their net proceeds, as well as .25% of proceeds from all sales conducted on OpticsPlanet.com during the campaign, and donate them directly to the Fisher House Foundation. The company hopes to raise upwards of \$40,000 during the campaign.

Founded in 1990, [Fisher House Foundation](http://FisherHouseFoundation.org) has been aiding military members and their families for the last 25 years. The foundation operates a network of "Fisher Houses" across the United States and Europe. Each house is closely tied to a major VA or Military Medical Facility, and offers families of those soldiers undergoing treatment to stay in the home free of charge throughout the entire duration of their loved one's rehabilitation. Equipped with private family suites, as well as public living and dining areas where families can get together to socialize and provide support during trying times, Fisher Houses are a true home away from home. Over the past 25 years, the Fisher House Foundation has served 200,000 military families, saving them over \$235 million in estimated travel and lodging fees.

OpticsPlanet is incredibly proud to support Fisher House Foundation, and in turn support our nation's heroes and their families. Head to the official [Gear Up for a Cause](#) page on OpticsPlanet.com to learn more about the campaign, and how you can help make a difference today.

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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