



**OpticsPlanet Launches the *Gear Up for a Cause Sweepstakes* with Over \$10,000 in Prizes.**

*OpticsPlanet partners with a premiere selection of sponsors to launch its biggest sweepstakes ever, offering the chance to win firearms, ammunition, optics, gun accessories and much more.*

**Northbrook, Illinois May 20, 2015** – After the success of 2014’s *Load and Make Ready Sweepstakes*, OpticsPlanet has partnered with a collection of acclaimed shooting, hunting and outdoor gear manufacturers to launch the [Gear Up for a Cause Sweepstakes](#). Running now through June 30<sup>th</sup>, 2015, entrants will have the chance to win a grand prize package containing multiple sport optics, a \$500 Freedom Munitions ammunition gift card, and a check for the value of a FNH FN 15 DMR Rifle, a total grand prize value of over \$6,500.

In addition to the grand prize, the first prize winner will walk away with a \$250 Freedom Munitions ammunition certificate and a check for the value of a FNH FNS-9 Compact Handgun. And the second prize winner will take home a collection of prizes from the sponsoring brands, including EOTech, Crimson Trace, Vortex, Streamlight, ATN, Nikon, Trijicon, Burris, BLACKHAWK! and Leupold. In addition, 26 instant win prizes will be awarded over the course of the sweepstakes. Entrants will have the chance to “scratch off” an instant win game piece, and if successful, will be eligible to win items such as a Trijicon AccuPoint Rifle scope and a Crimson Trace Rail Master Laser Sight. Entrants may return each day of the promotion to enter for their chance to win, and are eligible to receive bonus entries by completing actions such as placing an order or OpticsPlanet.com.

This sweepstakes is being run in conjunction with OpticsPlanet’s [Gear Up for a Cause](#) charity campaign, which is an eight week campaign raising money for the Fisher House Foundation. Throughout the campaign, OpticsPlanet will be setting aside 1.25% of their net proceeds from sponsored sales events, as well as .25% of proceeds from all other sales conducted on OpticsPlanet.com during the campaign, and will donate them directly to the Fisher House Foundation. The company hopes to raise upwards of \$40,000 during the campaign.

[OpticsPlanet](#) is extremely proud to offer these once-in-a-lifetime experiences to their customers, and looks forward to awarding all the great prizes included in the *Gear Up for a Cause* sweepstakes.

**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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