



## OpticsPlanet.com 3<sup>rd</sup> Annual Gear Up for a Cause Campaign

### FOR IMMEDIATE RELEASE

#### **Opticsplanet.Com for Veterans and Their Families**

*Third annual campaign raises awareness and record-breaking donation of \$50,000 for our nation's wounded veterans in cooperation with highly-rated nonprofit service organization Hope For The Warriors®.*

**NORTHBROOK, Ill., Oct. 9, 2017** - OpticsPlanet.com raised awareness and the largest charitable donation in company history during the third annual Gear Up for a Cause campaign to support veterans and their families. A portion of net proceeds of each order made during the six-week-long campaign resulted in the record-breaking donation of \$50,000. With the participation of an extensive, loyal customer base, OpticsPlanet.com offers this tangible “thank-you” to show appreciation to the service and dedication of our nation’s heroes.

Promotions featuring campaign partners Bushnell, Crimson Trace, FLIR, Holosun, Leupold, Pulsar, Steiner, Streamlight, Surefire, Trijicon and Vortex also helped encourage participation. “We are proud that these industry leaders and customer favorites agreed to serve as campaign partners,” said Meghan O’Laughlin, gear up for a cause campaign manager. “Their cooperation in providing intriguing offers helped encourage our customers to participate and make this significant donation possible.”

The Gear Up for a Cause donation will support programs created by Hope For The Warriors®, a nonprofit veteran service organization that provides assistance to combat wounded service members and their families. For more than 11 years, this organization has helped restore hope by striving to meet the changing needs of those touched by military service. Hope For The Warriors® has received a 4-star rating from Charity Navigator for the sixth year in a row, an honor earned by less than 5 percent of rated charities.

“We are humbled and grateful for the continued support of OpticsPlanet.com this year. We both embrace the outdoor lifestyle and it is wonderful when partners can align with our programs and support our initiatives.” said Robin Kelleher, co-founder and president of the nonprofit organization. “The Hope For The Warriors’ Outdoor Adventures program provides adaptive opportunities for wounded heroes to participate in sporting activities in the great outdoors. Service members, who previously embraced an outdoorsman lifestyle, as well as those new to traditional outdoor sports, are introduced to recreational opportunities on the road to recovery. The support from OpticsPlanet.com is going to impact the well-being of the many veterans, service members and families who have bravely served and sacrificed for our country.”

OpticsPlanet supports the military and our veterans in many ways through employing many veterans, and the core customers are made up of active duty or retired military and law enforcement personnel. Both customers and employees share awareness of the importance of supporting those who serve and protect. In addition to the yearly Gear Up for a Cause

campaign, OpticsPlanet also promotes the yearly Operation Gift campaign, partnering with Operation Gratitude to help send care packages to members of the armed forces serving around the world.

For more information about Hope For The Warriors and to help support veterans today, visit: <http://www.hopeforthewarriors.org>.

**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 million items from over 3,100 brands in over 500 specialty categories, Opticsplanet.com's wide selection of outdoor sporting goods, military and hunting gear, as well scientific products and eyewear.

In 2017, the company was recognized for the 11th 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, visit <http://www.opticsplanet.com>.

**CONTACT:**

Yelena Cina

T: (847) 513-6193

F: (847) 513-6978

[pr@opticsplanet.com](mailto:pr@opticsplanet.com)