



## OpticsPlanet.com Launches 'Mission for the Mighty' Campaign

### FOR IMMEDIATE RELEASE

*'Mission for the Mighty' is a cause-based promotional campaign that features special offers and sale events designed to raise money and awareness for Hope For The Warriors®.*

**NORTHBROOK, Ill., Sept 4, 2018** – OpticsPlanet.com has launched their 'Mission for the Mighty' campaign a cause-based initiative that helps support veterans, service members and their families.

'Mission for the Mighty' campaign includes six weeks of exclusive sales promotions on OpticsPlanet.com. Customers who make a purchase before Sept 30, 2018 will help trigger a donation toward the goal of raising \$50,000. These offers are all possible due to the partnership with notable brands Crimson Trace, Holosun, Leupold, Pulsar, Steiner, Streamlight, Vortex and more.

"Our brand partners join us in the belief that support for the military and veterans goes beyond offering them high-quality, innovative products and their participation in this campaign reflects that," said Alessandro Minnocci, senior engagement marketing manager at OpticsPlanet, Inc. "We're thrilled to partner with them in giving back to those who have sacrificed so much for our country, all by working with an incredible organization in Hope for the Warriors."

In addition to special brand deals, OpticsPlanet.com customers are able to tack on an additional, optional donation with any purchase that will go directly to support veterans. For a limited-time campaign exclusive SWAG Kits will be available as well. These items feature a collection of branded merchandise. Aside from the gear, what makes these kits unique is that 100% of the amount paid for each \$20 kit goes to support veterans.

"Hope For The Warriors is honored to once again partner with OpticsPlanet on this impactful promotion in support of our country's post-9/11 warriors," said Karen Lee, vice president of advancement at Hope For The Warriors. "The caliber of brands and products OpticsPlanet.com has gathered is nothing short of impressive. But even more so is the company's commitment to giving back to those who fight for our freedom to hunt, shoot and enjoy the great outdoors."

'Mission for the Mighty' is the latest OpticsPlanet.com campaign to support veterans, service members 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 million items from over 3,500 brands in over 500 specialty categories,

OpticsPlanet.com's wide selection of outdoor sporting goods, military and law enforcement gear, as well as scientific products and eyewear.

In 2018, 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 and Tactical-Store.com. For more information visit [www.OpticsPlanet.com](http://www.OpticsPlanet.com), and follow OpticsPlanet.com on [Twitter](#), [Instagram](#) and [Facebook](#).

### **About Hope For The Warriors**

Founded in 2006, Hope For The Warriors is a national nonprofit dedicated to restoring a sense of self, family and hope for post 9/11 veterans, service members and military families. Since its inception, Hope For The Warriors has served more than 19,000 through a variety of support programs focused on clinical health and wellness, sports and recreation and transition. The nonprofit's first program, A Warrior's Wish, has granted more than 180 wishes to fulfill a desire for a better quality of life or support a quest for gratifying endeavors. In addition, Run For The Warriors has captured the hearts of more than 23,500 since 2010. For more information, visit [www.HopeForTheWarriors.org](http://www.HopeForTheWarriors.org), [Facebook](#) or [Twitter](#).

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