



## OpticsPlanet, Inc. 2nd Annual 'Mission for the Mighty' Campaign Raises \$62,000 in Effort to Support Veteran Recovery Program

### FOR IMMEDIATE RELEASE

*Second annual 'Mission for the Mighty' cause-based campaign raises \$62,000 for Hope For The Warriors® 'Outdoor Adventures' program.*

**NORTHBROOK, Ill., Oct 2, 2019** – OpticsPlanet.com the leading online destination for technical and high-performance gear, announced today that their 'Mission for the Mighty' Campaign was able to raise a total of \$62,000 in support of veterans, service members and their families.

"At OpticsPlanet, we're committed to making a difference in the lives of our nations heroes," said Meghan O'Laughlin, Campaign Manager at OpticsPlanet, Inc. "We are truly grateful that we had the opportunity to once again partner with Hope For The Warriors in an initiative that our employees and customers strongly support."

Throughout the duration of the campaign customers were able to contribute to the donation amount by purchasing from industry brand partners, optional donations and exclusive SWAG Kits.

"Year after year, the 'Mission for the Mighty' campaign generates funds to support our Outdoor Adventure Programs," said John Langford, Hope For The Warriors Senior Director of Strategic Partnerships. "Time spent outdoors is therapeutic for veterans on their journey to recovery, just being in nature and the sense of community outdoors activities provide. We are grateful to OpticsPlanet for rallying top manufacturers and brands from the shooting sports to commit to this campaign, which is key to the ongoing success of the warrior community we are."

'Mission for the Mighty' is an annual OpticsPlanet.com campaign in partnership with Hope For The Warriors that supports their Outdoor Adventures program.

### **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](#).

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