



OpticsPlanet.com 'Mission for the Mighty' Campaign Raises Company Record-Breaking Amount Toward Donation to Veterans

FOR IMMEDIATE RELEASE

Cause-based campaign raises awareness and record-breaking donation of \$85,000 to Hope For The Warriors®.

NORTHBROOK, Ill., Dec. 6, 2018 – This year, OpticsPlanet.com partnered with Hope For The Warriors for its first 'Mission for the Mighty' campaign. After six weeks of exclusive sales promotions on OpticsPlanet.com the campaign was able to raise and donate a record-breaking amount of \$85,000.

“Supporting our nation’s military and veterans is one of our core values at OpticsPlanet, this belief is not only held by our employees but also by our amazing customer-base,” said Meghan O’Laughlin, Campaign Manager at OpticsPlanet, Inc. “None of this could have been done without the gracious support from our customers who rallied behind this cause-based initiative.”

During the duration of the campaign customers were able to contribute a donation by making purchases from partnered brands to multiply the amount contributed. In addition they were able to give direct donations and purchase campaign exclusive SWAG kits.

The donations from the 'Mission for the Mighty' campaign helps directly benefit the 'Outdoor Adventures' program created by Hope For the Warriors®. This program provides adaptive opportunities for wounded heroes to participate in sporting activities in the great outdoors.

“We are beyond thankful for OpticsPlanet.com’s support of our mission and programs to restore self, family and hope to our country’s post-9/11 veterans,” said Karen Lee, Hope For The Warriors Vice President of Strategic Communications. “We share a belief in the healing powers of the outdoors, and this donation will help our Outdoor Adventures program continue to help heal and connect military families.”

'Mission for the Mighty' is one of the many cause-based efforts that was created to support those who help serve and protect our nation.

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, 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, [Facebook](#) or [Twitter](#).

CONTACT:

Yelena Cina

T: (847) 513-6193

F: (847) 513-6978

pr@opticsplanet.com

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