



OpticsPlanet, Inc. Launches 'Mission for the Mighty' Campaign in Partnership With Hope For The Warriors

FOR IMMEDIATE RELEASE

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

NORTHBROOK, Ill., May. 20, 2019 – OpticsPlanet.com the leading online destination for technical and high-performance gear, announced the beginning of its 'Mission for the Mighty' campaign, an online cause-based effort that helps support veterans, service members and their families.

In support of this campaign, prominent industry brands have joined in on the mission to help give back through offering weeks' worth of exclusive deals and offers that will be active on OpticsPlanet.com from now until June 30, 2019. Customers who make a purchase through the website will be able to trigger a donation toward the goal of raising \$40,000. These offers are all possible due to the efforts of campaign partners including: [Vortex](#), [Trijicon](#), [Sightmark](#), [Steiner](#), [FLIR](#), [EOTech](#), [Holosun](#), [Crimson Trace](#), [Sig Sauer](#), [Bushnell](#), [Inforce](#), [CMC Triggers](#), [Midwest Industries](#), [Streamlight](#), [Rise Armament](#), [SureFire](#) and [Hornady](#).

"Exploring the outdoors through activities like hunting, fishing and hiking is therapeutic for many veterans and their families," said Robin Kelleher, co-founder and president for Hope For The Warriors. "We're excited to partner with OpticsPlanet to raise funds for those types of activities through our Outdoor Adventures program. The goal of all our programs is to restore a sense of self, family and hope for post-9/11 veterans, service members and military families, and walk alongside them in their journey to get there."

In addition to special deals, OpticsPlanet customers are able to tack on an additional, optional donation with any purchase that will directly support the mighty. Exclusive to this campaign, there will also be limited edition SWAG Kits for sale. These kits are a bundle of unique souvenirs from top industry brands, each dollar from purchases of these kits will be added to the final donation contribution.

"At OpticsPlanet, we are committed to making an impactful difference in the lives of those who serve our nation, all while connecting with notable industry brands and our loyal customer base to come together and raise funds for a great cause," said Meghan O'Laughlin, campaign manager at OpticsPlanet, Inc. "Being able to work with a highly reputable organization like Hope For The Warriors, is truly a great honor for us."

'Mission for the Mighty' is an OpticsPlanet.com campaign that supports 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 4,000 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 12th 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 23,200 through a variety of support programs focused on clinical health and wellness, sports and recreation and transition. One of the nonprofit's first programs, A Warrior's Wish, has granted 200 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 25,500 since 2010. For more information, visit www.HopeForTheWarriors.org, [Facebook](#), [Twitter](#) or [Instagram](#)

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