



OpticsPlanet, Inc. 'Operation Gift' Campaign Donates Over \$67,000 Toward Veteran Recovery Programs at Ranger Road

FOR IMMEDIATE RELEASE

'Operation Gift' campaign raises a donation of over \$67,000 in support of veteran recovery programs at Ranger Road.

NORTHBROOK, Ill., March 16, 2020 – OpticsPlanet.com, the leading online destination for technical and high-performance gear, recently completed its winter 'Operation Gift' campaign which raised over \$67,000 in donations for Ranger Road.

Ranger Road is founded on the idea of bringing veterans together through extraordinary experiences by empowering the transition to the next chapter in their life. Through these events, they have created a thriving and growing community of support and motivation. 100% of the proceeds goes directly to veteran programs.

"It is truly an honor to make a difference in the lives of our nation's great heroes," said Meghan O'Laughlin, campaign manager at OpticsPlanet, Inc. "With help from industry brand partners and our loyal customer base, we were able to directly support three veteran programs."

The donated amount will be distributed between three programs: Ranger Road Motors, Ranger Road Scuba and Operation Rustic Healing. All of these initiatives focus on creative ways of helping veterans transition into civilian life.

"We are grateful for OpticsPlanet for stepping up and supporting our war heroes through Ranger Road," said Mikhail Venikov, president at Ranger Road. "Nothing we do within Ranger Road would be possible without great organizations and the American people coming together."

'Operation Gift' efforts were made possible thanks to partnerships with notable brands [Trijicon](#), [Vortex Optics](#), [Leupold](#), [Bushnell](#), [FLIR](#), [Steiner](#), [SightMark](#), [Sig Sauer](#), [AeroPrecision](#), [Streamlight](#), [NightForce](#), [OPMOD](#) and [TRYBE Defense](#).

For more information on the 'Operation Gift' campaign, visit [OperationGift.com](#)

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 2019, 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 Ranger Road

Ranger Road is a nonprofit charity providing veterans the necessary tools to be successful during the crucial transition from military to civilian life. It was founded by Army Ranger, MMA fighter and Police Officer, Mikhail Venikov. Ranger Road believes the bond and camaraderie created in the military is truly special and an experience only those who have served are able to grasp an understanding of.

By pushing towards lasting solutions that bring veterans with and without disabilities together with civilians, we can be part of a community and support system that thrives on community involvement, physical and emotional wellness.

The activities and programs developed have been proven to help veterans handle stress, lower rates of anxiety and depression, and improve the overall wellness of the veterans. In order to assist our veterans we need your help! By supporting Ranger Road you are supporting innovative, result-oriented programs, and increasing public education and participation.

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