



## OpticsPlanet, Inc. Kicks off 'Operation Gift' Campaign in Partnership With Ranger Road

### FOR IMMEDIATE RELEASE

*'Operation Gift' is an online cause-based campaign that supports raising funds for military families, active duty and veteran non-profit organizations.*

**NORTHBROOK, Ill., Nov 15, 2019** – OpticsPlanet.com, the leading online destination for technical and high-performance gear, launched its 2019 'Operation Gift' campaign in an effort to help combat-wounded veterans transition into the next chapter in their lives.

With one goal in mind, the 'Operation Gift' campaign will focus efforts on raising a charitable donation toward different veteran-based programs offered by Ranger Road such as, scuba diving, road racing, hunting and fishing trips, and more. From now through December 29, 2019, a portion of all sales raised through OpticsPlanet.com will go toward this objective.

Exclusive to this campaign are limited edition [SWAG Kits](#) which feature branded gear from customer favorite brands. All sales of these Kits contribute to the final donation. Additionally, shoppers will be able to add on optional donations after their purchases.

"The transition into civilian life is challenging for our nation's great service-members," said Meghan O'Laughlin, campaign manager at OpticsPlanet, Inc. "This partnership with Ranger Road allows our customer base to make a difference in the lives of veterans by directly supporting initiatives that focus on helping our country's heroes in a unique and thrilling way."

The 'Operation Gift' program works in partnership with Ranger Road, a 501(c)(3) organization. Ranger Road's mission is to bring veterans through extraordinary experiences by empowering the transition to the next chapter of their life. In addition, this year OpticsPlanet has teamed up 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](http://www.OpticsPlanet.com), and follow OpticsPlanet.com on [Twitter](#), [Instagram](#), and [Facebook](#).

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