



## OpticsPlanet.com Donates \$72,000 to Active Duty Troops in Second Annual Operation Gift Campaign

### FOR IMMEDIATE RELEASE

*Second annual Operation Gift campaign raises awareness and record-breaking donation of \$63,500 and \$8,500 in additional supplies to active duty troops.*

**NORTHBROOK, Ill., Apr. 19, 2018** – OpticsPlanet.com successfully completed its second annual Operation Gift campaign in partnership with Operation Gratitude. \$63,500 in donations were raised to help ship more than 3,000 care packages. An additional \$8,500 worth of supplies, such as much needed toiletries and socks were sent to individual service members.

During the 2017 Operation Gift campaign, OpticsPlanet.com teamed up with notable brands such as Vortex, Leupold, Pulsar, Streamlight, Crimson Trace, Nikon, EOTECH, FLIR, Sig Sauer, Trijicon, Steiner and Surefire. Purchases of any of their products helped multiply the donation amount received. Customers were also offered the chance to choose a gift to be included in individual care packages.

“It was a privilege to partner with Operation Gratitude for a second year in a row and be able to support those who bravely serve our nation,” said Cynthia Do, senior promotions coordinator at OpticsPlanet, Inc. “It’s wonderful to know that our loyal customer base is a driving force when it comes to supporting cause-based initiatives.”

OpticsPlanet.com initiated the partnership with Operation Gratitude in 2016. Over the course of two years, more than 6,000 care packages as well as individual supplies have been sent to U.S. Service Members and First Responders. In addition to the yearly Operation Gift campaign, OpticsPlanet also promotes the Gear Up for a Cause campaign, partnering with Hope For The Warriors®. For more information about Operation Gratitude and to help support active duty troops, visit: <https://www.operationgratitude.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 hunting gear, as well scientific products and eyewear.

In 2017, 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 – EyewearPlanet.com, Tactical-Store.com and LabPlanet.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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