



OpticsPlanet.com Teams up With Folds of Honor® to Launch 3rd Annual 'Operation Gift' Campaign

FOR IMMEDIATE RELEASE

'Operation Gift' is a cause-based promotional campaign created to raise money and awareness for Folds of Honor®.

NORTHBROOK, Ill., Nov. 12, 2018 – OpticsPlanet.com the leading online destination for technical and high-performance gear, announced the beginning of the company's third annual 'Operation Gift' campaign, an online cause-based project that helps support families of fallen and disabled service-members.

This year in partnership with Folds of Honor, 'Operation Gift' will focus efforts on providing educational scholarships and support to the families of soldiers killed or wounded in battle. From now through Dec. 28, 2018, a portion of proceeds will be allocated toward this effort. Additionally, after placing an order, customers will get to choose which educational gift their donation will go toward. After last year's success in raising \$63,500 in donations, this year's goal is raise the bar even higher and raise a total of \$70,000.

"Helping military veterans and their families is highly important to both OpticsPlanet and its loyal customer base," said Emily Regel, campaign manager at OpticsPlanet, Inc. "That's why this year we are honored to partner with Folds of Honor in an effort to be able to give the families of our nation's service-members the gift of educational scholarships."

The 'Operation Gift' program works in partnership with Folds of Honor, a 501(c)(3) organization that provides educational scholarships to spouses and children of America's fallen and disabled service-members. Additionally, this year OpticsPlanet has teamed up with notable brands Leupold, Vortex, Pulsar, EOTECH, Streamlight, Sig Sauer, Nikon, Surefire, Hiperfire, Leapers, Ergo, Zeiss and Steiner which are committed to help multiply the donation amount with the purchase of their products. For more information about 'Operation Gift' visit www.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 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](#).

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