



OpticsPlanet Supports Law Enforcement Torch Run and Special Olympics of Illinois

OpticsPlanet meets up with the Illinois Law Enforcement Torch Run Program for a Plane Pull Charity Event to benefit the Special Olympics of Illinois. This is the latest in OpticsPlanet's continuing involvement in the charitable community.

Northbrook, Illinois November 15, 2013 – OpticsPlanet.com, a leader in the hunting and outdoor industry, recently took part in a Plane Pull event to support the Illinois Law Enforcement Torch Run and Special Olympics of Illinois. This is the latest in the company's effort to get involved with local charitable organizations – and have fun while doing so.

Twenty members of OpticsPlanet's leadership attended the meet at O'Hare International Airport. The Plane Pull is an exciting event sponsored by the Illinois Law Enforcement Torch Program, requiring teams to pull a 190,000 pound plane over twelve feet. The OpticsPlanet team, adorned in shirts reading "We Pulled It Off," was able to complete the task. The Plane Pull event raised over \$135,000 for the Special Olympics of Illinois.

OpticsPlanet is involved with a number of local charities, including local law enforcement, disaster relief, conservation efforts both global and local, and much more. Moreover, OpticsPlanet believes that getting involved with the community is integral to the wellbeing of both the company as a whole as well as their employees.

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 700,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'s wide selection of riflescopes, holsters, sunglasses, flashlights and more combined with great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2012, the company was recognized for the sixth straight year by [Internet Retailer Magazine](#) as one of the top 500 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, and the Better Business Bureau has ranked them as A+.

Some of the 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.

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