



## OpticsPlanet.com Sends More Than 3,000 Care Packages to Troops

### **For Immediate Release**

*Holiday campaign helped send gifts to support active duty military through Operation Gift campaign.*

**Northbrook, Illinois January 27, 2017**

OpticsPlanet.com's Operation Gift campaign recently raised \$50,000 to ship more than 3,000 care packages to active duty troops. In addition, \$10,000 worth of socks, toiletries, eyewear and paracord went directly to individual service members.

"Not everyone gets to go home for the holidays and we are proud to be able to give back to those who serve," says Cynthia Do, Promotions Coordinator. "It's a cause that we are passionate about and one that is dear to our customers, too."

OpticsPlanet.com launched the Operation Gift campaign in 2016 to provide material support to active duty troops during the holiday season. Every order that was placed on OpticsPlanet.com triggered a donation to Operation Gratitude, a 501(c)(3) organization that sends care packages year-round to members of the military and their families. Larger donations were triggered when customers purchased products from vendor partners, including Vortex, Leupold, Armasight, Crimson Trace, Trijicon, Nikon, SureFire, and Steiner. Customers were also offered the chance to choose a gift to be included in care packages.

Operation Gift is the latest OpticsPlanet.com campaign to support members of the military. The annual Gear Up For a Cause campaign raises money for veterans in cooperation with well-respected non-profit organizations such as Hope For The Warriors.

### **About OpticsPlanet**

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 1,000,000 items from over 2,700 brands in over 500 specialty categories, OpticsPlanet, Inc.'s wide selection of outdoor sporting goods and military gear 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 2016, the company was recognized for the 10th 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 about Operation Gift, visit <http://operationgift.com/>.

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