## **For Further Information, Contact:** **Date: February 2, 2024 | For Immediate Release**

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#  umarex usa, student air rifle program, and midwayusa foundation collaborate to benefit youth shooting sports

## **Columbia, MO** –MidwayUSA Foundation is the leading advocate for youth shooting sports, providing annual cash grants to youth shooting teams and state, regional, and national organizations. The Student Air Rifle Program (SAR) is an organization that relies on a MidwayUSA Foundation endowment to cover critical expenses.

## SAR facilitates an introduction to the sport of target shooting to school-aged youth in grades 4 through 12 and schools rely on SAR to provide quality equipment to teach the curriculum. That quality equipment includes Umarex air guns. Jake Hindman, SAR President/CEO, talked about the longevity of this partnership. “Umarex USA was at the table for the genesis of SAR. Their long-term commitment helps students Shoot For Success™ on the range and in life. We are grateful to Umarex USA for continuing to invest in tomorrow’s youth through shooting sports education.” In addition to providing equipment, Umarex has also donated to SAR’s MidwayUSA Foundation endowment, which is matched through the annual donation match program.

“So many of us began our shooting sports experience with an airgun, and it's important to our family-owned company and our employees that we help foster that same beginning for the youth of tomorrow. That's why we were honored when the Student Air Rifle program approached us as a potential partner in youth shooting sports education. While we remain committed to donating a portion of each sale of the Umarex Emark youth air rifle to SAR, we also realize that additional support through the MidwayUSA Foundation Endowment helps to ensure that target shooting remains a lifetime sport that you can participate in from youth through adulthood,” said Justin Biddle, Umarex USA, Vice-President of Marketing. Umarex USA is a platinum donor to SAR’s endowment, giving over $10,000 and helping the organization reach a balance of over $350,000. SAR has received over $54,000 in annual cash grants and the endowment model ensures SAR receives cash grant funds every year, in perpetuity.

John Linquist, MidwayUSA Foundation Relationship Manager added, “Programs like SAR develop excellent gun safety habits, self-discipline, and leadership skills while opening a whole new world of opportunities for the next generation of shooting sports enthusiasts. By supporting SAR’s endowment and offering high-quality air rifles, Umarex USA is investing in the future of the shooting industry.” For a full list of organizations funded by MidwayUSA Foundation visit MidwayUSAFoundation.org/organizational-endowments.

## The MidwayUSA Foundation is a 501(c)(3) public charity working to sustain and grow youth shooting sports by providing long-term funding to youth shooting teams. Every donation made is tax-deductible and allows the Foundation to assist in expanding and enhancing the leadership skills, confidence, and discipline of today's youth through shooting sports activities. The Foundation supports all shooting disciplines. For more information about how the MidwayUSA Foundation is changing the future of youth shooting sports, please visit [midwayusafoundation.org](http://www.midwayusafoundation.org) or call 1-877-375-4570.