



MidwayUSA Foundation, Inc.

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Industry Comes Together at Vortex Edge Facility to Support MidwayUSA Foundation

Columbia, MO – In the small village of Barneveld, Wisconsin sits a state-of-the-art shooting and training facility that offers guests the ability to shoot at indoor and outdoor ranges, as well as learn in a classroom setting from the best in the industry. The Vortex Optics campus recently welcomed MidwayUSA Foundation for an exclusive event to support youth shooting sports. This event brought key players from the industry together, offering every attendee the experience of a lifetime while also raising over \$90,000 for youth shooting sports. Vortex Optics, Silencer Central, Ruger Firearms, and Federal Premium Ammunition, all sponsors of MidwayUSA Foundation, attended and provided customized gear for each guest to use and take home.

Attendees started the experience with a VIP tour of the Vortex Optics campus. Following the tour, they received in-depth product training from each company covering the function, design, and details of the firearm and the accessories. Next, the group put their knowledge and skills to the test on both a 100-yard indoor range and a 1,000-yard outdoor range. Using their newly customized and fitted rifle, scope, and suppressor kit, every attendee hit a 1,000-yard target, earning them an exclusive Vortex challenge coin.

Silencer Central Business Development Manager, Karter Keefer, talked about the opportunity to be part of such a unique and philanthropic event. “I thought the event was beyond incredible. I was encouraged to see the collaboration of so many industry partners to provide an experience in support of youth shooting sports. It showed me that the industry understands the importance of the [MidwayUSA] Foundation and what they do to help provide opportunities to youth shooting sports athletes. We recognize the importance of donations for organizations like MidwayUSA Foundation and see the impact they make.”

Every attendee received a Silencer Central Banish 30 suppressor, and Silencer Central staff explained the ease of their Federal Tax Stamp process and establishing a Trust, a simple procedure that sets them apart from the competition. Ruger Firearms provided the American Generation II rifle which was also equipped with a Vortex-donated Venom 3-15x44 FFP scope and attendees shot many rounds of Federal Premium Ammo at both ranges.

Mike Johnson, the Design Engineer of the Ruger American Generation II rifle, said, “I can’t think of a better use of my time or company’s resources than this event. We are going to have a whole generation of shooters that are raised respecting the firearm and the responsibility of owning that firearm.” It’s a rare opportunity to learn and shoot a firearm from the person that designed it and attendees at MidwayUSA Foundation’s Vortex Edge Experience had that opportunity.

“It was an absolute pleasure to host MidwayUSA Foundation, our valued partner. Supporting youth shooting sports is a number one priority for us. We also want to work with good partners like Ruger, Silencer Central, and Federal,” added Jake Raffel, Vortex Optics Sales Manager. In addition to their incredible hospitality and product gifts, Vortex Optics allowed every attendee registration to be a direct donation to the youth shooting team endowment of the guest’s choice. MidwayUSA Foundation matched those donations, totaling over \$90,000 for youth shooting program endowments. Changing the future of youth shooting sports and ensuring the opportunities to learn firearms and compete in a sport many love is only possible with intentional industry collaboration. The exclusive event at The Vortex Edge facility is one of those successful collaborations that not only provided a VIP experience but created a lasting impact through donation dollars.

“It is humbling to see industry leaders, Vortex Optics, Ruger Firearms, Silencer Central, and Federal Premium Ammunition, come together to support MidwayUSA Foundation and the future of youth shooting sports. Their



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commitment to our Nation's communities and youth is without exception, and we were honored to work with them on this unique collaborative event," said MidwayUSA Foundation Executive Director, G. Scott Reynolds. You can read additional pieces about this event, including a Q&A with G. Scott Reynolds from Outdoor Wire Editor/Publisher, Jim Shepherd.

<https://www.theoutdoorwire.com/features/27957066-71ab-419d-a6a1-e9daeef24627>

<https://www.qaoutdoors.com/>

<https://www.shootingwire.com/features/6d78b54e-9cf4-4705-8553-b7cd5e530337>

MidwayUSA Foundation is a 501(c)(3) public charity that works to sustain and grow youth shooting sports by providing long-term funding to youth shooting teams. Every donation 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 or call [1-877-375-4570](tel:1-877-375-4570).