

## Great American Outdoor Show producers buy new cruiser for Harrisburg Police Department

Total contributions by NRA to local community nearing \$350,000 in first year as producer of Great American Outdoor Show at PA Farm Show Complex & Expo Center.



**Harrisburg, PA** – The National Rifle Association ([NRA](#)), producers of the Great American Outdoor Show ([GAOS](#)), today donated \$50,000 from the NRA [Foundation](#) to purchase a fully equipped police cruiser for the City of Harrisburg Police Department. GAOS representatives were joined by Dauphin County Commissioner [Jeff Haste](#) and Hershey Harrisburg Regional Visitors Bureau ([HHRVB](#)) President Mary Smith for the special check presentation at [Hoffman Ford](#) on Jonestown Road in Harrisburg.

“The people of Central Pennsylvania were very supportive this February when the NRA launched the Great American Outdoor Show,” said NRA General Operations Executive Director Kyle Weaver. “This is our way of thanking the community for welcoming us to the neighborhood.”



**Caption** (L-R): Mary Smith, President of Hershey Harrisburg Regional Visitors Bureau; Ryan Hoffman, VP & Marketing Director; Jeff Haste, Dauphin County Commissioner; Jeff Poole, Managing Director, Shows & Exhibits at National Rifle Association (NRA); David Black, President & CEO for CREDC & Harrisburg Regional Chamber.

“Today’s donation is just the latest in a number of significant financial contributions the NRA has made within our region totaling nearly \$350,000 in just the first year of the Great American Outdoor Show,” said Smith.

According to the HHRVB, as the producer of the 2014 Great American Outdoor Show the NRA has paid the City of Harrisburg approximately \$197,000 in City Amusement Tax from ticket sales and for traffic control; and has paid nearly \$100,000 for additional police services and police coordination fees.

“We see the NRA is clearly fulfilling its vision of giving back to this community,” said Smith. “We are looking forward to continuing this positive relationship and growing the annual event along with the NRA and all of our local stakeholders and tourism Partners.”

For more information on the Great American Outdoor Show please visit the event Web site at [www.greatamericanoutdoorshow.org](http://www.greatamericanoutdoorshow.org).

# SIDEBAR: 2015 Great American Outdoor Show

## OVERVIEW

NRA's **Great American Outdoor Show** brought top-tier manufacturers and retailers to the show along with popular outdoor celebrities, hunting and fishing seminars, an **NRA Country Concert** and The NRA Foundation's festive fundraising activities. This important donation to the Harrisburg Police Department is part of NRA's long history of supporting law enforcement, gun safety programs and other activities that promote the outdoor lifestyle through The NRA Foundation.

The Great American Outdoor Show, February 7 – 15, 2015, celebrates the outdoor traditions treasured by millions of Americans and their families in a 650,000 square-foot exhibit space that will feature nearly 1,100 exhibitors, including shooting manufacturers, outfitters, boats, RVs, hunting and fishing retailers, and much more. Event organizers anticipate nearly 200,000 people to enjoy the Great American experience in 2015.

## GENERAL INFORMATION

Held at PA Farm Show Complex & Expo Center in Harrisburg, PA.

Largest consumer sports and outdoor show in the world.

650,000 square-feet of indoor floor space.

Themed exhibitor halls for Archery, Boats, Fishing, Hunting Outfitters, Outdoor Products, RVs, and the Shooting Sports.

More than 1,000 exhibitors.

900,000 NRA members live within 300-mile radius of Harrisburg, Pennsylvania.

## SHOW HOURS

February 7, 2015 (Saturday) --- 9am - 7pm

February 8, 2015 (Sunday) --- 10am - 5pm

February 9 - February 13, 2015 (Mon-Fri) --- 10am - 7pm

February 14, 2015 (Saturday) --- 9am - 7pm

February 15, 2015 (Sunday) --- 10am - 5pm

## TICKETS – NOW ON SALE!

Adult: \$13

Child (6-12): \$6

Senior (65 or older): \$10

2-Day Pass: \$22

Group ticket \$10 (10 or more)

## **EVENTS**

**2/6:** Taxidermy Competition - Compete among 22 categories to determine the most innovative, artistic taxidermy work.

**2/7 – 2/12:** Archery Tag in the Large Arena.

**2/7 – 2/15:** LaPorte Archery Aerial Archery Shooting - Come try to shoot the flying discs!

**2/7 – 2/15:** 3D Bowhunter Challenge - Test your accuracy with a bow in 16 classes of skill at the Indoor Archery Range.

**2/7 – 2/15:** Celebrity seminars and demonstrations on hunting, fishing, cooking, and self/home defense.

**2/7 – 2/15:** Family Fun Zone - Visit the special area for families and youth with hands-on activities for all ages, including camo face painting, magnetic fishing, barrel racing, orienteering, boat safety, suction cup archery, LaserShot, and more.

**2/7 – 2/15:** Wall of Guns - Play the odds in the popular NRA Foundation event and try to win your choice from more than 40 firearms or a \$400 cash prize.

**2/7 – 2/15:** Pyramid Air Gun Range - Relax at a multi-lane air gun range stocked with the latest high powered air rifles and air pistols on the market. There's something for everyone from novices to experts.

**2/7 – 2/15:** NRA 3 Gun Experience - Experience the fast-growing and ever-popular 3-Gun shooting sport in a recreational format designed to showcase its fun and safe aspects through AirSoft.

**2/8 – 2/13:** Game Calling Challenge - Who are America's best game callers? Categories for Duck, Elk, Canada Goose, Barred Owl, Turkey, and Predator.

**2/12:** NRA Foundation Banquet - Celebrate American values at a family friendly night of fundraising with chances to bid on and win unique firearms, merchandise, and hunts.

**2/14:** NRA Country Presents Lee Brice and Thompson Square - Join a Valentine's Day jam with chart-topping country music acts Lee Brice and husband and wife duo Thompson Square.

## **SPONSORS**

The 2015 Great American Outdoor Show is presented by Outdoor Channel. Associate Sponsors are Cabela's and Ram Truck. The NRA Foundation Banquet and Wall of Guns event are sponsored by Henry Repeating Arms.

## **PRESS RELEASES**

If you would like to be added to our GAOS press release distribution list, please request via an email to [NRAGOMedia@nrahq.org](mailto:NRAGOMedia@nrahq.org). Great American Outdoor Show press releases are located at <http://greatamericanoutdoorshow.org/media/press-releases.aspx>.

## **PRESS OFFICE**

The Great American Outdoor Show Press Office is located in room Exhibit B in the Maclay Lobby of the Pennsylvania Farm Show Complex.

## **MEDIA CREDENTIALS**

If you would like Press Credentials for the Great American Outdoor Show, email [NRAGOMedia@nrahq.org](mailto:NRAGOMedia@nrahq.org) with the following information. Credentials can be picked up in the press office starting Friday 2/6 and during regular show hours.

- ✓ Name
- ✓ Title
- ✓ News Organization
- ✓ Phone Number
- ✓ Email Address
- ✓ Website

## **INTERVIEWS**

Please email [NRAGOMedia@nrahq.org](mailto:NRAGOMedia@nrahq.org) if you would like to schedule an interview with NRA Media Staff before/during/after the Great American Outdoor Show.

**NRA COUNTRY PRESENTS:**

# **LEE BRICE AND THOMPSON SQUARE**

## **AT THE GREAT AMERICAN OUTDOOR SHOW**

**Tickets On Sale Friday, December 12<sup>th</sup> for February 14<sup>th</sup> Concert**

**Nashville, TN... (December 10, 2014)...**Country Music star Lee Brice and award winning duo Thompson Square are scheduled to perform at the 2015 Great American Outdoor Show. The NRA Country concert will take place on Saturday, February 14th in the Large Arena at the [Farm Show Complex](#) in Harrisburg, PA. Tickets are \$30 for stadium seating/\$35 for floor seating and can be purchased at [www.greatamericanoutdoorshow.org](http://www.greatamericanoutdoorshow.org) beginning Friday, December 12<sup>th</sup>.

Celebrating the outdoor traditions treasured by millions of Americans and their families, the Great American Outdoor Show Presented by Outdoor Channel will be held February 7-15, 2015. Hundreds of thousands of attendees will spend nine action-packed days celebrating the hunting, fishing and outdoor traditions treasured by millions of Americans and their families. The show features over 1,000 exhibitors ranging from shooting manufacturers to outfitters to fishing boats and RV's, and archery to art covering 650,000 square feet of exhibit hall space! Not to mention a jam-packed schedule including fundraising dinners, speaking events, archery competitions, celebrity appearances, seminars, demonstrations and much more!

Be sure to get NRA COUNTRY CONNECTED and JOIN the FREE Fan Club at [NRACountry.com](http://NRACountry.com). Membership includes access to online concerts, fan club parties, contests, VIP meet & greets, exclusive content from your favorite country artists and other special offers and discounts on great outdoor gear and merchandise!

**About NRA Country:** Respect. Honor. Freedom. It's a lifestyle and a bond between the best and brightest in country music and hard-working Americans. NRA Country is powered by pride, love of country, respect for the military, and our responsibility to protect our great American lifestyle. NRA Country celebrates these values with concerts and events benefiting military and veteran services organizations, first responders, conservation organizations, firearm safety programs, and local charities making a difference in their communities. Get NRA Country Connected at [www.nracountry.com](http://www.nracountry.com) and get the latest artist info and exclusive events on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#).

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### **ABOUT LEE BRICE:**

Lee Brice's 'I Don't Dance' (Sept. 9, Curb Records) marked his first #1 Billboard Country debut and highest-ever bow on the Billboard 200, opening at #5. With the smash success of the album's title track - which reached #1 at country radio and was the fastest RIAA platinum-certified country single released in 2014.n"An evocative, rough-edged singer" (NY Times) whose music is "impossible to pigeonhole" (CMT), Brice recorded his third studio album in Nashville, writing and producing 13 of the deluxe edition's 16 songs, and playing almost every instrument. "Nobody in Nashville writes better love songs right now than Brice," says USA Today. Brice celebrated the album's massive release week with performances on the Today Show and Letterman. He also teamed up with Luke Bryan for two sold-out shows in New York, a performance at Madison Square Garden, where Today Show host Hoda Kotb surprised Brice onstage with a career milestone plaque recognizing "I Don't Dance" as the year's fastest RIAA platinum-certified country single. Lee Brice — whose "I Don't Dance" earned him a CMA "Song of the Year" nomination in November — will soon announce dates for a Spring 2015 headline tour.

### **ABOUT THOMPSON SQUARE:**

With two #1 smash singles, six Top 20 hits, seven awards and over 25 nominations (including 2 GRAMMY as well as American Music Award and Teen Choice Award nods), 2x reigning ACM "Vocal Duo of the Year," multi-platinum selling duo Thompson Square is one of today's hottest Country music acts. The husband/wife duo of Keifer and Shawna Thompson (married 14 years) made music history when Thompson Square earned awards from both the ACM and CMA for "Vocal Duo of the Year" in 2012. Thompson Square was awarded its second consecutive ACM Award for "Vocal Duo of the Year" in April 2013. Thompson Square's breakthrough hit "Are You Gonna Kiss Me Or Not" has surpassed two million in sales, was the #1 Digital Soundscan Single for 5 weeks straight, the #1 Country Ringtone for 12 consecutive weeks and the Most Played Song at Country Radio in 2011 (Mediabase). Thompson Square followed that success with the award-winning hit, "I Got You," and critically-acclaimed "Glass." Thompson Square's star continues to rise in 2013 with the #1 GOLD selling heart-tugger "If I Didn't Have You" and its current Top 10 hit, "Everything I Shouldn't Be Thinking About," both from the duo's current album, JUST FEELS GOOD. For more information visit: <http://www.thompsonsquare.com>

### **About the National Rifle Association**

Established in 1871, the National Rifle Association is America's oldest civil rights and sportsmen's group. Five million members strong, NRA continues its mission to uphold Second Amendment rights and is the leader in firearm education and training for law-abiding gun owners, law enforcement and the military. Visit <http://nra.org>.