



## FOR IMMEDIATE RELEASE

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### 10X Continues Support as Exclusive Apparel Sponsor of

#### SHOT Show® Industry Day at the Range™

**LAS VEGAS** (Oct. 6, 2015) — 10X, Williamson-Dickie's long-standing brand of high performance hunting gear, has renewed its sponsorship commitment of SHOT Show Industry Day at the Range through 2016. 10X will continue its role as the exclusive apparel sponsor of Industry Day at the Range being held Monday, January 18, 2016, at the Boulder Pistol and Rifle Range in Boulder City, Nevada.

"Last year, we launched the new lineup of 10X performance hunting gear and our brand presence at Day at the Range helped make it a huge success," says Alan Burks, Director Marketing, Walls Brands and 10X. "This year we plan to build on that momentum and look forward to showing off an expanded 10X product line featuring new technical fabrics in Boulder City."

As part of its commitment to Industry Day at the Range, 10X will distribute a limited run of branded pullover jackets to attendees, while supplies last.

"This marks the second year the 10X brand has been a partner of the event and we could not be more pleased to have them back," says Cathy Williams, co-owner of Industry Day at the Range. "10X's sponsorship in 2015 was a huge success; the attendees appreciated receiving 10X apparel as they entered into the range and we look forward to seeing the attendees wearing 10X apparel throughout the day again."

Industry Day at the Range™ is the largest, most influential one-day event in the hunting and shooting industry. For 10 years, Industry Day has been the epicenter where gun, archery and hunting manufacturers, dealers, buyers, retailers and the media join together for one day on the range where new products are unveiled, tested and analyzed. It provides a hands-on experience that one cannot get anywhere else. To see a preview of Industry Day, view this [video](#) made during the 10<sup>th</sup> Annual Industry Day at the Range.

Visit, [www.SHOTShowRangeDay.com](http://www.SHOTShowRangeDay.com) for more information about this event.

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**About 10X:** For over 75 years, 10X® has been the premium brand of gear for the hunter who seeks to perform at his or her best. 10X delivers technically superior fabrics designed to help hunters succeed in

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every weather condition. 10X is a long-time partner with both Realtree® and Mossy Oak®. Williamson-Dickie Mfg. Co. acquired Walls and its portfolio of brands – including 10X, Walls®, Liberty® and Big Smith® –in 2013. For more information, visit [www.wdcorp.com](http://www.wdcorp.com) and [www.walls.com](http://www.walls.com).

**About Industry Day at the Range:** Industry Day at the Range™ is owned and operated by CMG Marketing & Events and Triple Curl PR & Advertising. Industry Day at the Range™ will take place from 8:30AM-4:30PM, this event gives industry exhibitors the opportunity to showcase products to over 1,200 invited media members and up to 700 prominent industry key buyers and decision makers. Limited exhibiting space is available, so do not delay in registering. We anticipate attendee registration to open in September.

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