

Thursday, September 30, 2021

Lucid Optics - *Ballistic Pursuit* "Tracks Into Africa" to Air on Pursuit, WildTV

(Wyoming) - Lucid Optics, manufacturer of firearms optics and accessories, is proud to announce the launch of their 7-part TV series *Ballistic Pursuit*. Lucid Optics – *Ballistic Pursuit* will air this quarter of 2021 on the Pursuit Channel and on WildTV, both available on Dish Network.

Lucid Optics – *Ballistic Pursuit* covers wild South African Safari hunting by industry leading experts, but in a casual setting. The hunts and all that surround them will allow the viewer to have an insider's perspective as to what it is like to come along on the journey of a lifetime. The team decided to take a storytelling approach to the show that showcased safari hunting in a relatable way. The adventures are not made for the elitists of the world, but for the everyday hunter who has a dream of challenging the safaris of Africa.

"There is a conservation side and a humanitarian side of adventure hunting that far out paces the trophy or the harvest moment," says Jason Wilson, President of Lucid Optics. "Don't get me wrong everyone involved in this project are avid sportsmen and the thrill of fair chase hunting and ethical harvesting practices drive all of what we do."

Along with Lucid Optics, Shaw Barrels, Federal Ammunition and Tactacam all came along on the adventure as sponsors. Crown Safari and the team at the Tara Wildlife Lodge provided the guiding and the lodging for the journey.

Lucid Optics – *Ballistic Pursuit* Air Times are as followed:

Mondays 1:30pm Central

Thursdays 11:30am Central

Fridays 10:30am Central

The shows can also be streamed from your favorite streaming device.

About Lucid Optics:

Lucid Optics is a Wyoming based optics and firearms accessory manufacturer that strives to offer a balance between ultimate performance quality and cost affordable products. From our flag ship HD7 to our outstanding line of riflescopes, Lucid trains and listens to the experts in the field to design and develop some of the most trusted optics in the industry. Backed by over 30 years of experience, Lucid Optics is the leader in quality affordable optics solutions.

To learn more and see the full lineup of LUCID Optics products, visit www.lucidoptics.com.
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