

Realtree Announces 2024 Blackjack for a Cause at the Las Vegas SHOT SHOW

Anticipated to drive awareness and raise funds for numerous outdoor conservation groups and organizations supporting military communities and veteran's wellness, Realtree is pleased to announce "Blackjack for a Cause", to be held at the 2024 Las Vegas SHOT SHOW in booth 10527. The SHOT SHOW will take place the Venetian Expo & Caesar's Forum January 23-26, 2024.

The schedule below specifies days, times, and organizations that will benefit from the pseudo "winnings" in the Realtree booth. Booth attendees will have an opportunity to sit at the Realtree APX Blackjack table to test their luck and support a good cause. The table will not consist of any cash exchanged or cash prizes, however those winning will have an opportunity to roll their chips to the designated organization. Seats will be available on a first come, first serve basis. Players will be limited to 20 minutes sits. Realtree will tally the donated chips and donate, up to \$2500, towards each group outlined below.

January 23, 2024

- Team Red, White, and Blue, 9:00 AM – 12:00 PM
- Rocky Mountain Elk Foundation, 12:30 PM – 2:30 PM
- Whitetails Unlimited, 3:00 PM – 5:00 PM

January 24, 2024

- Warriors Afield, 9:00 AM – 12:00 PM
- Gold Star Youth Outdoors, 12:30 PM – 2:30 PM
- Operation Hat Trick, 3:00 PM – 5:00 PM

January 25, 2024

- California Waterfowl, 9:00 AM – 12:00 PM
- The Boot Campaign, 12:30 PM – 2:30 PM
- Turkeys for Tomorrow, 3:00 PM – 5:00 PM

Realtree's CEO Bill Jordan noted "At the 2024 SHOT SHOW, we plan to raise the flag for an all-new pattern, APX. As Realtree approaches this milestone, we find it important to make sure we incorporate the incredible organizations that have helped conserve the land, access, and freedoms that we are so lucky to enjoy each day". Jordan continued "There is a tremendous crossover between the outdoors and our military community. We believe SHOT SHOW would

be an ideal venue to have some fun and bring awareness to a large audience with many shared values and perspectives when it comes to hunting and our military.”

In addition to “Blackjack for a Cause”, Realtree will have in booth giveaways including imprinted shirts built on demand and with options for various designs, custom poker chips, bags, customized playing cards and a magician/mentalists entertaining booth visitors. Numerous conference rooms for scheduled business meetings will be used to highlight Realtree’s all-new APX pattern. Conference schedules have booked quickly. If you’re looking to schedule a meeting with Realtree, reach out to an account manager or submit your contact information line today. **Visit Realtree in booth 10527** to learn more, play, and enjoy giveaways and interactive displays showcasing Realtree patterns and associated licensees, retailers, and more!



**BLACKJACK
FOR A
CAUSE**

COME SEE US AT SHOT SHOW BOOTH

#10527