



**2026**

# **SHOT SHOW PRESS RELEASE**

**TOGETHER, WE SAVE  
MILITARY LIVES**

**[www.GreyTeam.org](http://www.GreyTeam.org)**

# ABOUT GREY TEAM

America's top military suicide prevention charity.

Grey Team is a 501(c)(3) nonprofit dedicated to saving the lives of military veterans. Our mission is to reduce veteran suicide rates by restoring mind, body, and spirit through advanced, space-age healing and wellness programs.

Since our founding, we have served over 1000+ warriors, offering therapies and support systems that address both the visible and invisible wounds of war.



**Grey Team is nationally recognized as one of America's top 10 military suicide prevention charities.**



- **SUICIDE PREVENTION**
- **HOLISTIC VETERAN WELLNESS**
- **INNOVATIVE RESEARCH**
- **MILITARY ADVOCACY**



## OUR IMPACT

- **1200+** active duty service members and veterans served since Grey Team's founding.
- Partnerships with DoD, VA, universities, and private innovators to advance research.
- **25+ space-age**, clinically proven, FDA-approved therapies to heal the physical and mental wounds of war.
- **Grey Team has never lost a veteran to military suicide.**

# WHY IS GREY TEAM AT THE SHOT SHOW

America's military warriors are deeply connected to the firearms, tactical, and outdoor industries. SHOT Show unites the manufacturers, dealers, and innovators who understand the true cost of freedom, and Grey Team offers a powerful opportunity to collaborate on meaningful projects that give back to those who protect America's Freedoms.

By partnering with Grey Team, companies can:

- **Support military veterans** with life-saving programs.
- **Show authentic commitment** to the military and veteran community.
- **Gain visibility** as part of a trusted veteran-focused initiative.



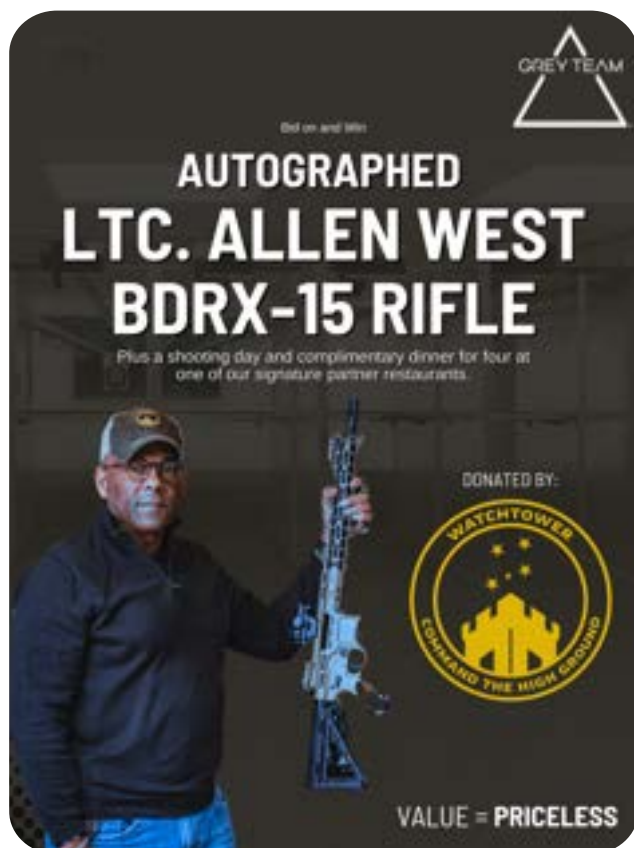
## WAYS COMPANIES CAN GET INVOLVED

### GALA/EVENT SPONSORSHIPS

Grey Team offers exclusive sponsorships through our high-profile galas, including the America First Gala at Mar-a-Lago.

By sponsoring a gala, companies receive:

- Exclusive recognition in front of influential leaders, veterans, and supporters.
- VIP access and seating for executives and guests.
- Brand exposure across national media, social platforms, and live audiences.



# WAYS COMPANIES CAN GET INVOLVED

## PRODUCT COLLABORATIONS

Partner with Grey Team to create a co-branded product line, whether firearms, apparel, gear, or accessories. Every purchase supports our mission, with proceeds directly funding programs that restore mind, body, and spirit for our nation's veterans.

This collaboration not only elevates your brand alongside a respected nonprofit but also allows customers to make a tangible impact with every purchase.



In 2024, Century Arms produced 500 limited-edition Grey Team Series AP-5s, raising over \$80,000 to help 50 veterans receive life-saving care.

## YOUR BRAND + GREY TEAM

When your company partners with Grey Team, you're not just supporting a cause — you're saving lives, strengthening families, and honoring America's heroes.

We highlight all partners through:

- Press releases & media coverage
- Social media promotion (veteran + tactical audiences)
- On-site recognition at galas and national events

## POINT OF CONTACT

### Grey Team

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# TOGETHER, WE SAVE MILITARY LIVES!