




Subject: Sig Sauer \$100k to gunvote details
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SIG SAUER Furthers NSSF #GUNVOTE Effort With \$100,000 Contribution

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NEWTOWN, Conn. — The National Shooting Sports Foundation® (NSSF®), the trade association for the firearms industry, is pleased to announce that [SIG SAUER](#)  has joined NSSF's #GUNVOTE President's Club with a \$100,000 contribution to the association's critical voter registration and education campaign.

In 1853, Friedrich Peyer Hof, Heinrich Moser and Conrad Neher founded a wagon and railway car factory in Switzerland. Just seven years after the construction of their manufacturing plant, though, the founders entered a competition to develop a modern rifle for the Swiss Army. That rifle, known as the Prelaz-Burnand, won the competition and the company known as Schweizerische Industrie-Gesellschaft (Swiss Industrial Company) was born. Today SIG SAUER is a global enterprise and one of the most respected names in the firearms industry. With its U.S. headquarters based in Newington, New Hampshire, where all SIG firearms are now manufactured, SIG employs more than 1,200 people in its production of a dizzying array of handguns, rifles, and silencers along with other facilities around the U.S. and the world that produce electro-optics, ammunition, advanced sport pellet guns and accessories. It also maintains the SIG SAUER Academy, one of the most highly regarded shooting instruction, instructor training and armorer schools in the country.

"We are extremely pleased to receive SIG's generous contribution and welcome this prestigious company to the #GUNVOTE President's Club," said Lawrence Keane, NSSF Senior Vice President and General Counsel. "It speaks to the desire of all of us in this industry and everyone who supports Second Amendment rights to continue our history, our traditions and our American values, and it speaks to the vital role #GUNVOTE is playing in this pivotal election year in ensuring those rights continue for



generations to come.”

“We can’t imagine a more important time in our country’s history as it relates to many issues, not the least of which is the Second Amendment and our gun rights,” said Ron Cohen, President and Chief Executive Officer for SIG SAUER. “We believe that everyone must get out and vote this year, not only in the Presidential election, but in many, many critical Congressional races. *Our future is still in our hands.*”

NSSF’s #GUNVOTE — www.gunvote.org



— is a voter registration and education platform for use by firearms industry manufacturers, wholesalers, distributors, retailers, ranges and media members that helps gun owners, hunters and target shooters to register to vote, to become informed on where the candidates in 2016 stand on gun control and conservation issues, and encourages them on election day, armed with the facts, to #GUNVOTE so they do not risk their rights. Industry members are strongly encouraged to download the #GUNVOTE button for their websites and social media use and order #GUNVOTE decals for distribution to family, friends and customers.

“Never before have our Second Amendment rights been so threatened,” said Keane.

“The importance of every firearms industry member, every firearms owner and every person who believes in the preservation of the American Constitution going to the polls and casting their #GUNVOTE can not be overstated. Register to vote, encourage your family and friends to register to vote and become educated on where the candidates stand on gun control, conservation and other issues important to gun owners, hunters and target shooters. Then, on election day and armed with those facts, get to the polls and cast your #GUNVOTE.”

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About NSSF

The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 13,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen’s organizations and publishers. For more information, visit www.nssf.org.

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