

# NEWS OF OUR CLIENTS



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## PRÓIS® HUNTING & FIELD APPAREL® SELECTS FULL-THROTTLE COMMUNICATIONS AS NEW PUBLIC RELATIONS AND MARKETING PARTNER

Gunnison, CO — Próis® Hunting & Field Apparel, premier maker of the highest functioning, best fitting hunting apparel made for women by women, is proud to announce it has appointed Moorpark, Calif.-based Full-Throttle Communications as its new PR and marketing agency of record. Full-Throttle will work alongside Próis to help promote its newest line of apparel now available in the company's exclusive new Próis Cumbre™ pattern.

"We're celebrating 10 years in business this year and we've come in strong with an entirely new assortment that we're really excited about," said Kirstie Pike, CEO of Próis Hunting & Field Apparel. "From lightweight warm-weather gear to down apparel that will keep you warm in the treestand this winter, it's all exclusively available in the new Próis Cumbre by Veil® Camo pattern designed for women who hunt hard, and we're excited to work with Full-Throttle to help us promote it," she added.

When it comes to the most technical, highest performing hunting apparel available for women, Próis is the top choice among avid female hunters. For more than 10 years the company has remained steadfast in its commitment to creating great-fitting apparel made to meet the performance needs of die-hard female hunters with no frills and all function. Próis' new for 2018 line in Cumbre by Veil Camo not only delivers the ultimate in fit and function, each piece provides optimal concealment in the field.

"Próis continues to remain on the leading edge of the ever-growing female hunting market with apparel that takes field performance to the next level, and Próis' new Cumbre line is no exception," said Jason Bear, President/CEO of Full-Throttle Communications. "Próis' new line is already generating a lot of buzz, and we're excited to help continue to spread the word to female hunters across the globe."

### *About Próis Hunting & Field Apparel*

Próis has been the leader in women's technical hunting gear since 2008 and believes women hunt hard and deserve the highest performing gear to support their pursuits. All Próis gear is engineered expressly for women and the company utilizes only the most top-rated performance fabrics to provide wind stopping, wicking, waterproofing, silence and thermoregulation. The company's out-of-the-box thinking has resulted in award-winning designs that have raised the bar for women's outdoor apparel. For more information about Próis Hunting & Field Apparel, visit: [Próishunting.com](http://Próishunting.com)

### *About Full-Throttle Communications*

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about Full-Throttle Communications, visit: [full-throttlecom.com](http://full-throttlecom.com).

**Editor's Note:** For press releases and hi-res images from Full-Throttle's wide range of clients, please visit our online [press room](#).