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2014 PRÓIS® AWARD WINNER HUNTS TO UNDERSTAND LIFE AT ITS MOST FUNDAMENTAL LEVEL

Christine Cunningham Impresses Judges with Commitment to Community, Conservation and to Grow the Sport

Christine Cunningham may be a writer, but it was her own story that captivated and moved the judges to make her Próis Hunting & Field Apparel's 2014 Próis® award winner. The accolade celebrates annually the most impressive female hunter of the year who exemplifies the company's principals including determination, a passion for the hunt and involvement in conservation management and community.

"This is the fourth year we've held this competition and the entries never cease to amaze me," said Kirstie Pike, founder, president and CEO of Próis Hunting & Field Apparel. "Women like Christine truly embody why we started Próis, and I know she will be a fantastic ambassador for both our company and the hunting industry alike."

Born and raised in south central Alaska, Cunningham is happiest with a dog at her side and shotgun in hand. An avid waterfowl sportswoman, Cunningham says too many people don't have a relationship with nature or have the opportunity to interact with the outdoors. She is eager to help people and women specifically connect to the outdoors through hunting, and believes this connection is key to many issues we face including conservation.

"When you experience the outdoors as a hunter, there is a high level of responsibility that goes with it," explained Cunningham. "You are engaged in the environment and become responsible for those animals to be healthy, for those populations to be sustainable."

Cunningham like Próis also believes women have a unique and important place in the community as representatives of hunting. "We're moms, sisters and daughters, and when we say hunting is sustainable food for our families, it's healthy, it's natural, it has resonance that carries over to the non-hunting public," said Cunningham.

Cunningham was one of six finalists chosen from hundreds of applicants who sent in an essay and photos. In addition to Cunningham, 2014 finalists include: Cindy Krug, Marisa Futral, Donna McDonald, Colleen Richardson and Jessica Sigel. All six finalists' essays and a short video on each can be seen on the Próis website. All applicants and finalists were reviewed and chosen by a panelist of judges which included Diana Rupp, editor in chief, *Sports Afield Magazine*; Guy Eastman, publisher, *Eastman's Hunting Journals*; Ron Spomer, writer, wildlife photographer and TV host; Craig Boddington, outdoor writer and TV celebrity; Julie Golob, captain, Smith & Wesson Shooting Team; twin Olympic biathletes Tracy and Lanny Barnes; and former Próis winners Andrea Fisher and Ruth Cusack.

As the 2014 Próis® award winner, Cunningham will enjoy a five-day, two-species hunt of a lifetime in Namibia with Mogwadi Safaris. Cunningham will also receive an Unrivaled Gear Package valued at more \$25,000. The generous package includes gear from: Próis Hunting Apparel, Swarovski Optiks, Bowtech, Weatherby, Badlands Packs, Zamberlan Boots, Buck Knives, Skullhooker, Hunter Hills Journals, Icebreaker, Shoot Like a Girl, Incredisocks, Otis Technologies, Caribou Game Bags, Montana Decoy, Wac 'Em Broadheads, Americase, Grub's Boots and Buck Wear.

The winner will be accompanied on the hunt by Kirstie Pike, CEO of Próis Hunting & Field Apparel for Women. In addition to this once in a lifetime hunt and gear package, the Próis Award winner will also be flown to the January SHOT Show in Las Vegas for a press conference staged before premier outdoor writers, editors and corporate representatives.

For complete contest rules and regulations, visit proishunting.com/proisaward. For more information about the Próis' innovative line of serious, high-performance huntwear for real women, contact: Próis Hunting and Field Apparel, 28001-B US Highway 50, Gunnison, CO 81230 · (970) 641-3355 · Or visit: www.proishunting.com

For the latest news and updates on Próis field/pro staff and company news visit the [Próis blog](#), or check us out on social media.



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