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## **PRÓIS® HUNTING & FIELD APPAREL PARTNERS WITH NRA WOMEN'S PROGRAMS**

FAIRFAX, VA- NRA's Women's Programs Department is excited to partner with Próis® Hunting & Field Apparel, who has signed on to support the Women On Target® Hunting Programs and the Women's Wilderness Escape. This partnership combines the best in hunting and shooting attire designed specifically for women with the best shooting and hunting programs aimed at the same demographic.

"Working with the NRA is great, we believe in their programs and what they do for women," said Kirstie Pike, CEO of Próis. "NRA acknowledges that there are a lot of women out there looking to get involved in the shooting and hunting arenas."

Based in Gunnison, Colorado, Próis features a line of performance and athletic hunting and shooting apparel for women, made in the USA and using the latest in materials and technology to provide their wearers with the best in style, fit, and function. Since the company launched in 2008, women who hunt and shoot have turned to Próis to outfit themselves while afield.

"Our fabrics and our features are what set us apart," noted Pike, adding that the types of fabrics Próis uses in their apparel is a step above what women typically expect in traditional hunting attire.

As part of their partnership, Próis will provide gear for Women On Target's® Field Hunt Coordinators based on their specific needs including terrain, season, and species being hunted. They will also provide items for participants of the 2011 Women's Wilderness Escape this fall.

"We're thrilled to have Próis as the official sponsor for the Women On Target® Hunting Programs and to have them join our other industry partners in supporting the Women's Wilderness Escape events. The quality and flattering design of their hunting and shooting apparel for women is top -notch," said Women On Target® Hunt Program Coordinator Ann Marie Foster.

Foster added that ladies can now visit Próis' website directly from the Women On Target® Hunting Program and Women's Wilderness Escape websites.

"We wanted to make it as convenient as possible for our gals to browse over quality gear for their next Women On Target® hunting excursion or shooting adventure, and Próis has made it easy to do just that!" Foster said.

To learn more about Próis Hunting and Field Apparel, visit [www.proishunting.com](http://www.proishunting.com). For more information on NRA Women's Programs, visit [www.nrahq.org/women](http://www.nrahq.org/women) or call 1 (800) 861-1166.

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