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## **ARE YOU HARDCORE? ARE YOU? PRÓIS® HUNTING & FIELD APPAREL KICKS OFF 2011 PRÓIS AWARDS CONTEST**

### **Enter Today For The Chance To Win A Hunt Prize Package Worth More Than \$25,000**

Próis® Hunting & Field Apparel, the leading manufacturer of performance-driven hunting clothing for women, continues to celebrate females who dominate in the field with its annual Próis Awards. As of today, August 16<sup>th</sup>, the company has officially given the 'green light' for all huntresses who are hardcore at heart to enter the prestigious contest. And the competition will be stiff, as there is only one winner who will take home the coveted prize: a hunt of a lifetime for Elk, Mule Deer, Whitetail and Wolf in the pristine Canadian Rocky Mountains with Savage Encounters. Plus, she'll be fully outfitted with the latest hunting gear from top equipment manufacturers and Próis Awards sponsors — a killer package that rings in at more than \$25,000 in value.

"Próis and its contest partners are passionate about recognizing strong, successful female hunters who consider hunting a lifestyle, and are involved in conservation, management and the hunting community," says Kirstie Pike, CEO for Próis Hunting & Field Apparel. "We're excited to kick off the start of the 2011 Próis Awards, and receive some amazing stories about fearless women who live to hunt – and hunt to live."

The 'No guts, No glory' statement holds true with the Próis Awards, the winner must have passion, determination and an unbelievable story to tell that will inspire female hunters around the globe. If this sounds like you, visit [www.Proishunting.com/Próisaward](http://www.Proishunting.com/Próisaward) for details on how to enter. Submissions will be accepted until midnight September 31, 2011.

Essays and photos are reviewed by a panel of industry expert judges, and the top 12 chosen will then be posted onto the Próis Awards website on October 15, 2011. Here the hunting community has until December 15, 2011 to cast their vote on which candidate they believe should be crowned the 2011 Próis Award Winner. The finalist with the most votes will officially be announced as the winner to the industry at both the 2012 Archery Trade Association Show in Columbus, OH and the 2012 SHOT Show in Las Vegas, NV.

2011 Próis Awards sponsors include: Próis Hunting and Field Apparel, Savage Encounters, Outdoor Connection, Blacks Creek, Hunter Hills Journal, Ripcord Arrow Rest, Bowtech, Swarovski Optik, Bog-Pod and Zamberlan.

The Próis Awards panel of industry expert judges includes Diana Rupp, Editor in Chief of *Sports Afield Magazine*, Kirstie Pike, CEO of Próis Hunting & Field Apparel; Craig Boddington, Outdoor Writer; Guy Eastman, Publisher of *Eastman's Hunting Journals*; Ron Shmeits, President of the NRA; Ron Spomer, Writer, Wildlife Photographer & TV Host and Brenda Valentine, NWTf Spokesperson & TV Host.

For complete contest rules and regulations, visit [www.proishunting.com/proisaward](http://www.proishunting.com/proisaward). For more information about Próis' innovative line of serious, high performance hunting apparel for women, contact the company at 28001-B US Highway 50, Gunnison, CO 81230 • (970) 641-3355 • [www.Proishunting.com](http://www.Proishunting.com). To check out the latest updates on Próis field and pro staff and company news, visit the Próis blog at [www.proishunting.com/community](http://www.proishunting.com/community) Find Próis on Facebook: [www.facebook.com/groups/172754768618/](http://www.facebook.com/groups/172754768618/). Follow Próis on Twitter: [www.twitter.com/Próishunting](http://www.twitter.com/Próishunting)

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