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## **PRÓIS<sup>®</sup> HUNTING AND FIELD APPAREL ANNOUNCES 2011 PRÓIS AWARD RECIPIENT**

For the past several months, the nation-wide search has been on for the huntress who pushes the limits and treks beyond her comfort zone for her pursuit; a woman who blazes trails more than follows them; the most hardcore female hunter who has the passion for hunting running through her blood – the 2011 Próis Award recipient.

And contest host Próis<sup>®</sup> Hunting And Field Apparel, along with a slew of top industry sponsors, celebrity judges and the hunting community have found their gal. Ballots have been cast and votes are in, the winner of the 2011 Próis Award is Andrea Fisher of Hudson, Massachusetts.

Not only will Fisher proudly take claim to the coveted title, she has won 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 for her hunt 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.

“This year’s search has been such an amazing journey. The competition was fierce — we received a record-breaking amount of entries from such extraordinary, female hunters who really go to the extreme,” says Kirstie Pike, President and CEO of Próis Hunting And Field Apparel. “We’re incredibly thrilled with the community’s choice in the winner, Andrea Fisher. Her drive, experiences and involvement in conservation will inspire female hunters everywhere.”

Essays and photos were reviewed by a panel of industry expert judges, and the top 12 were then chosen and posted onto the Próis Awards website: [www.proishunting.com/Proisaward](http://www.proishunting.com/Proisaward) for the hunting community to cast their vote on which candidate they believed should be crowned the 2011 Próis Award Winner. Andrea Fisher will officially be announced to the industry as the winner at both the 2012 Archery Trade Association Show in Columbus, OH and the 2012 SHOT Show in Las Vegas, NV in January 2012.

2011 Próis Awards sponsors include: Próis Hunting and Field Apparel, Savage Encounters, Inc., Outdoor Connection, Blacks Creek, Hunter Hills Journal, Ripcord Arrow Rest, Bowtech Archery, Swarovski Optik, BOG-POD, Zamberlan Hiking Boots and Acli-Mate Sport Drink.

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.

Próis Hunting And Field Apparel is the leading manufacturer of performance-driven hunting clothing for women. Próis was created for women, by women who refuse to settle for downsized men’s gear or upsized children’s gear. Each garment is created with the most technologically advanced fabrics available and a host of advanced features to provide comfort, silence and durability. Their out-of-the-box thinking has resulted in amazing designs for serious hunters that have taken the industry by storm and raised the bar for women’s outdoor apparel.

For complete contest rules and regulations, or to see Andrea's full story, 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/Proishunting](http://www.twitter.com/Proishunting).

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