Contact: Jonina Costello / jcostello@full-throttlecom.com

Jason Bear / jbear@full-throttlecom.com

Phone: (805) 529-3700

**GET THE HHA™ SPORTS VIRTUS REST AND GIVE BACK TO VETERAN’S PROGRAMS**

**Buy the Advanced Virtus Drop-Away Arrow Rest and Support Operation HHAUSA that**

**Gets Veterans into Archery and Bowhunting**

Wisconsin Rapids, WI – Archery technology leader HHA™ Sports has produced the next level of drop-away archery rests built for die-hard bowhunters – the HHA Sports Virtus. The Virtus arrow rest is a contained, cable-activated, drop-away rest with precision adjustment for the same level of accuracy and quality you’d expect from every HHA Sports product. But the quality of the rest is only part of the story of the Virtus.

What is Virtus? It is an ancient Roman word used to honor a select few who exhibited excellence in character, honor, courage, worth, and above-all, valor. To us, that sounds just like the men and women of the United States Armed Forces. That is why HHA Sports developed **Operation HHAUSA**, a program offering discounts and programs to active duty, reserve and veterans from the U.S. Air Force, Marines, Army, Navy, Coast Guard and National Guard. All proceeds go back into the program to help get veterans of the Armed Services into the sport of archery and bowhunting. Operation HHAUSA also helps fund Honor Flights and adaptive sports competitions and programs for wounded and disabled vets. Learn more about Operation HHAUSA at <http://www.hhasports.com/page/hha-usa/>.

The Virtus Drop-Away Arrow Rest carries the part number VR-22. Never before has a part number carried such significant meaning on an HHA product. Every day, on average 22 veterans in the United States take their own lives as they struggle to cope with the physical and emotional scars they sustained during their time of service to our nation. From every sale of a Virtus Rest, HHA Sports is donating 2.2-percent of the profit back into the Operation HHAUSA Program.

The Virtus Rest is made from aircraft-grade aluminum and carries a **100-percent lifetime warranty**. It is **Made in the U.S.A**. and comes in right- and left-hand models, with a general model to fit most major bow brands, as well as bow specific models for Mathew’s, Hoyt and Bowtech.

*About HHA Sports*

For more than 30 years, HHA Sports has been the leader in single pin technology producing superior sights and accessories for archers. With a passion for the outdoors, the company’s development team has created a line of products rich with exclusive features – from its patented R.D.S. technology to its A.R.M.O.R. Pin Technology – that set the brand apart from all others. With an eye firmly fixed on detail, HHA Sports is committed to creating the most highly functional gear. Products are all **Made in the USA** and backed with a **100 percent lifetime warranty**. All this means whether you are scaling some of the world’s toughest terrain on a hunt, or shooting for gold in a championship round; you can always expect the very best, most accurate shooting from HHA Sports. For more information about HHA Sports, visit: [www.hhasports.com](http://www.hhasports.com/).

*Connect with us on social media:*

***[](https://www.facebook.com/HHASports/) [](https://twitter.com/hhasports?lang=en) [](https://www.instagram.com/hhasports/) [](https://www.youtube.com/user/HHASportsOptimizer)***

***Editor’s Note: Download digital press releases and hi-res images from Full-Throttle’s online press room at*** [***full-throttlecom.com***](http://full-throttlecom.com/press-room/index.php)***.***