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## PRÓIS® HUNTING & FIELD APPAREL ANNOUNCES 2012 PRÓIS AWARD WINNER

### Ruth Cusack Trumps 11 Other Finalists for the Title of This Year's Most Intrepid Female Hunter

Countless stories have been submitted for the coveted annual 2012 Próis® Award, and not just by any female hunters – the top echelon in the sport including those that jump at the chance to shoot the Big 5 or snicker when faced head-on with a charging bear. These are the ladies that are serious about their pursuits, and are just as passionate about conservation and being a role model for future female hunters to look up to. And after making it through a tough panel of celebrity judges, and some serious online voting, the results are in. The winner of the 2012 Próis Award is Ruth Cusack of Alaska.

Not only will Cusack proudly take claim to the title of 2012 Próis Award Winner, she'll begin packing for her grand prize of a 5-day hunt of a lifetime in Namibia. In addition, thousands will be able to read all about her thrilling adventure in a future issue of *Sporting Classics Magazine*. To top it off, Cusack will be fully outfitted for her extreme hunt with the latest gear from top equipment manufacturers sponsoring the contest, and will be officially presented the title during a press conference at the 2013 SHOT Show in Las Vegas, NV in January.

"Each year we receive numerous outstanding entries from women who more than just hunt for a hobby, but make hunting a lifestyle and are just as passionate about conservation – vital factors that Próis holds close to heart," said Kirstie Pike, President and CEO of Próis Hunting & Field Apparel. "These women are not just our customers, they are our community and we're excited to once again highlight and reward one passionate huntress for all of her accomplishments outdoors," she added.

A panel of industry expert judges reviewed all submitted essays and photos, and then the top 12 selected were posted onto the Próis Award website: [www.proishunting.com/proisaward](http://www.proishunting.com/proisaward) for the hunting community to vote for their favorite. Finalist votes were then calculated with judges scoring to determine the winner.

2012 Próis Award sponsors included: Próis Hunting and Field Apparel, Bowtech, Swarovski Optik, Buck Knives, Weatherby, Sporting Classics, Badlands Packs, Hunter Hills Journal, BOG-Pod, Ripcord Arrow Rest, Acli-Mate Mountain Sports Drink, SkullHooker, Her Camo Shop and Shoot Like A Girl.

The Próis Award panel of industry expert judges included: Diana Rupp, Editor in Chief of *Sports Afield Magazine*; Guy Eastman, Publisher of *Eastman's Hunting Journals*; Ron Spomer, Writer, Wildlife Photographer & TV Host; Craig Boddington, Outdoor Writer; Jim Zumbo, 40-year veteran Outdoor Writer; Julie Golob, Captain of the Smith & Wesson Shooting Team and twin Olympic biathletes Tracy and Lanny Barnes.

For complete contest rules and regulations, visit [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: <http://www.facebook.com/pages/Prois-Hunting-Field-Apparel-for-Women/110925409020195>. Follow Próis on Twitter: [www.twitter.com/Proishunting](http://www.twitter.com/Proishunting)

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