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HHA SPORTS® ANNOUNCES STRATEGIC PUBLIC RELATIONS PARTERSHIP WITH FULL-THROTTLE COMMUNICATIONS

Agency to Drive Public Relations Efforts to Further Reach and Engage Archers

Wisconsin Rapids, Wis. — HHA Sports®, a leader in single pin bow sight technology for archery shooters worldwide, has selected Moorpark, Calif.-based Full-Throttle Communications as its agency of record to lead public relations efforts for the company. The move comes as HHA Sports looks to build on its 30-year legacy of producing the best single pin adjustable sight and high quality accessories.

“As a company, we have zeroed in on creating the best bow sights for archers – whether you are a beginner or the most seasoned shooter – and believe this focus is what makes us stand above the rest,” said Scott Bakken, Director of Sales and Marketing for HHA Sports. “We have chosen to partner with Full-Throttle because they not only understand our industry, but have a team that shares a single-minded focus of being the best at something specific – outdoor sports marketing.”

Over the course of three decades, HHA Sports has designed and manufactured sights and accessories that are coveted by top archers, both in the hunting and competition fields. Employing a patented R.D.S. technology tape system that offers accuracy like no other, the company’s sights have been imitated, but never replicated by competitors. Mathematically-driven, HHA Sports sights utilize a 2-distance calibration method which provides for unmatched precision on archery, and crossbow sighting systems. In addition, after a year and a half of design and development, the company has recently launched its new-for-2017 Virtus drop-away rest that was specifically engineered for the hardcore bowhunter.

“We are more than excited to be working with HHA Sports,” said President and CEO Jason Bear, of Full-Throttle Communications. “When it comes to bow sights, there is no one better in terms of consistent quality, ruggedness, and forward-thinking technology.”

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.

About Full-Throttle Communications

The team at Full-Throttle Communications are industry-leading professionals who develop the powerful tools needed to position brands at the top of the marketplace – providing stellar creative solutions, cutting-edge market insights and influential media outreach. Full-Throttle Communications is a one-stop shop for all means of communication with extensive experience in helping companies obtain that competitive edge – and effectively elevate their business to the next level. For more information about Full-Throttle Communications, visit: full-throttlecom.com.

Editor’s Note: For press releases and hi-res images from Full-Throttle’s wide range of clients, please visit our online [press room](#).