

## FULL-THROTTLE COMMUNICATIONS, INC. ANNOUNCES NEW PARTNERSHIPS

### Full-Service Agency to Drive Public Relations Efforts for Hawke® Sport Optics, Pyramex® Eyewear, Rogue Ridge Bikes, Herd Evolution® and SkullHooker®

Moorpark, Calif.-based Full-Throttle Communications, Inc. is proud to announce it has been selected as public relations agency of record for five brands in the outdoor, shooting sports and hunting markets: Hawke® Sport Optics, Rogue Ridge, Pyramex® Eyewear, Herd Evolution® and SkullHooker®.

“We pride ourselves on partnering with great brands, great products and great people, and we’re honored to add these companies to our list of clientele,” said Jason Bear, President/CEO of Full-Throttle Communications, Inc. “We’re excited to work closely with each brand and help them reach their PR and marketing goals for 2018 and beyond,” he added.

Hawke Sport Optics is the worldwide market leader in optical performance, offering a complete line of innovative sport optics from rifle, crossbow and shotgun scopes to binoculars, spotting scopes and accessories. For 2018, the company has introduced a host of new optics engineered for hunters looking for the accuracy, durability and precision the Hawke name delivers including its new Endurance line of wide-angle hunting riflescopes. Visit: [us.hawkeoptics.com](http://us.hawkeoptics.com)

Pyramex Eyewear is at the forefront of functional, good-looking ANSI Z87 certified eyewear with its VentureGear brand. Designed for those who embrace the outdoors, every eyewear model in the VentureGear line offers quality eye protection that’ll keep active wearers well protected when taking on the extremes of the outdoors. Pyramex’s VentureGear Tactical line takes protection one step further with every model exceeding the US Military High Impact Ballistic Standards (MIL-PRF-32432) for the ultimate in eye safety whether you’re on the range, on the front lines or on patrol duty. Visit: [pyramexsafety.com](http://pyramexsafety.com)

Rogue Ridge bikes are the ultimate off-road fat-tire e-bikes available for getting to those hard-to-reach places. Officially launched in January 2018, Rogue Ridge’s flagship model, the Ridge Warrior RB1000 will reach an average range of 29 miles without pedaling (50-60 miles in pedal assist mode), and can reach a top speed of 30mph. There’s no other fat-tire e-bike on the market that has the durability, power, quality and features that match the Rogue Ridge Warrior. Visit: [rogueridge.com](http://rogueridge.com).

Herd Evolution is a premium, year-round feeding program formulated for optimal herd health and maximum antler potential. The feeding program features two formulas: one for spring/summer and another for fall/winter, both of which are 100% digestible and contain high quality ingredients like dried molasses, cracked corn and a perfect ratio of vitamins and minerals to ensure a lifetime of optimal health. Visit: [herdevolution.com](http://herdevolution.com).

SkullHooker is an elegant, fully adjustable European skull-mounting bracket that naturally displays trophy game animals. Available in two sizes to fit any sized trophy, the SkullHooker installs in minutes by sliding nicely in the natural holes and crevices of the animal skull, eliminating the need for drilling holes. Visit: [skullhooker.com](http://skullhooker.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](http://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](#).