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PRÓIS® HUNTING & FIELD APPAREL® PARTNERS WITH FULL-THROTTLE COMMUNICATIONS FOR PUBLIC RELATIONS PROGRAM

Próis to Launch New Camo Pattern Exclusively Designed for Female Hunters

Gunnison, CO — Próis® Hunting & Field Apparel, manufacturers of the most technical, high-performance hunting apparel in the industry designed by women hunters for women hunters, has partnered with Full-Throttle Communications. The full-service marketing and PR agency will work with Próis providing full public relations support as the company prepares to launch: Próis Cumbre™ by Veil® Camo, the first ever camo pattern exclusive to Próis and the female hunting industry.

When it comes to the highest functioning, best fitting hunting apparel for women, Próis is the top choice among avid female hunters. Since day one, the company has remained steadfast in its commitment to creating technical apparel specifically designed to meet the performance needs of die-hard female hunters with no frills and all function — and a camo pattern that provides the best concealment advantage is no exception. This is exactly why the company worked side-by-side with Veil® Camo on the design process to create an innovative pattern that provides optimal concealment, exclusively for women who hunt hard.

“We have been heavily involved in the design process of the new Cumbre pattern, working closely with Veil® Camo to create a pattern with a diverse western landscape in mind, while also utilizing colorations that provide excellent concealment in all regions, and we’re proud to finally start sharing it with the industry,” said Kirstie Pike, CEO of Próis Hunting & Field Apparel. “We’re excited to enlist our friends at Full-Throttle Communications for their expert PR support to help us share this exciting news with the industry,” she added.

“Próis is on the leading edge of providing the female hunting market with gear that will take field performance to the next level, and the new Próis Cumbre by Veil® Camo is no exception,” said Jason Bear, President/CEO of Full-Throttle Communications. “This camo pattern is going to be THE camo pattern for women, and we’re excited to help spread the word to female hunters across the globe.”

About Próis Hunting & Field Apparel

Próis has been the leader in women’s technical hunting gear since 2008 and believes women hunt hard and deserve the highest performing gear to support their pursuits. All Próis gear is engineered expressly for women and the company utilizes only the most top-rated performance fabrics to provide wind stopping, wicking, waterproofing, silence and thermoregulation. The company’s out-of-the-box thinking has resulted in award-winning designs that have raised the bar for women’s outdoor apparel. For more information about Próis Hunting & Field Apparel, visit: Próishunting.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](#).