



HAWKE®

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## HAWKE® OPTICS PROMOTES SHIPE TO US MARKETING MANAGER

### Hawke Continues Growth in US Market, With Marketing Promotion and Preparation for Largest Marketing Campaign Going Into 2023

Hawke® Optics is pleased to announce the promotion of Paige Shipe to US Marketing Manager. Hawke is a worldwide leader in premium quality sporting optics with a strong dedication to value for the consumer. As they continue to take on strong growth in the market, Paige's new role will help bring the brand's awareness and demand to another level. Having Paige in this new role as Hawke prepares for their largest marketing campaign going into 2023 is key to continuing their stronghold in the US shooting and hunting market.

A lifelong hunter and outdoor enthusiast, she has brought her involvement in the hunting and shooting industry to Hawke. Throughout the past two years, her passion for the industry, along with her extensive background in marketing and design, has shined in her production and brings a valuable perspective to the brand. She takes extreme pride in educating, sharing experiences, and inspiring others. "When I say the people in this industry have become my family, I mean it. Working within an industry I have held close to my heart my entire life has been an extreme blessing," said Shipe. "I put my best foot forward every day to continue enhancing the Hawke family and brand, and to bring up the next generation of hunters and shooters."

"Paige has done an outstanding job since she began two years ago. As our overall marketing efforts have grown significantly over the past few years, Paige has played a huge role in maximizing our exposure and enhancing the quality and cohesiveness of our marketing," said Kevin Sheehan, Hawke Optics VP of Sales & Marketing.

Built on the foundation of innovation, quality, and exceptional value, Hawke is precision designed to bring you the best in class. Since the beginning and still to this day, Hawke is a family-owned company with a presence in over 60 countries. Hawke is known around the world for their premium quality, incredible clarity, and enhanced durability.

#### *About Hawke*

#VISIONACCOMPLISHED. Hawke is a worldwide market leader at the forefront of optical performance with class-leading innovation and design offering a complete line of sport optics from rifle, crossbow, shotgun and air gun scopes to binoculars, spotting scopes and accessories. Accuracy, strength and precision; Hawke optics blend iconic design, exceptional engineering and unrivalled craftsmanship to create an unforgettable viewing experience. As awareness of Hawke Sport Optics continues to grow, more customers are trusting Hawke as the unquestioned industry leader in optics. Learn more at [www.hawkeoptics.com](http://www.hawkeoptics.com).

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