

# NEWS OF OUR CLIENTS



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## **VICTORY ARCHERY PARTNERS WITH FULL-THROTTLE COMMUNICATIONS FOR 'ON-TARGET' MARKETING, ADVERTISING AND PUBLIC RELATIONS PROGRAMS**

Victory Archery, the company renowned for setting the industry bar in arrow technology and design with its full line of high-performance, 100% carbon fiber arrows, has selected Full-Throttle Communications, Inc. of Moorpark, Calif. as its new marketing agency of record. Through this new partnership, Full-Throttle will spearhead the company's future marketing initiatives including strategic media planning, public relations, social media and other promotional campaigns.


"We were looking for the right marketing partner with both creativity and extensive experience in the archery industry to help us build both product and brand awareness, and Full-Throttle Communications came highly recommended," said Steve Greenwood, General Manager for Victory Archery. "We pride ourselves on being on the leading edge of arrow innovation, delivering products that perform with accuracy, strength and precision, and our new partnership with Full-Throttle will help us spread this message," he added.

"We're excited to be working with the team at Victory Archery, and look forward to sharing their story with both die-hard and novice archers across the globe," said Jason Bear, President/CEO of Full-Throttle Communications. "We've been in the archery industry a long time and share Victory Archery's passion for the outdoors. We're ready to go 'full-throttle' for the brand, and deliver strategic and effective marketing and PR initiatives that will deliver results," he added.

Victory Archery has been a pioneer in developing the most technologically advanced arrows on the market with its full line of the world's finest 100% carbon fiber arrows. Today, Victory Archery's employed aerospace engineers ensure the company consistently stays on the forefront of arrow innovation — blending the use of science, computer-aided design and exclusive carbon fiber materials, Victory arrows perform with state-of-the-art precision and reliability. Victory Archery offers a wide variety of products for both hunting and target shooters of all ages including its new-for-2015 model, the Victory RIP™ 204, featuring industry-leading straightness tolerances and unmatched speed, penetration and durability. For more information about Victory Archery visit [www.victoryarchery.com](http://www.victoryarchery.com), or call toll-free 866-934-6565.

The team at Full-Throttle Communications is comprised of industry-leading professionals who are masters at creating brand awareness by providing powerful marcom insights, savvy creative solutions and incredibly strong media outreach that gives companies that competitive edge needed to grow their business.

For more information about Full-Throttle Communications Inc. and its fully-vertical marketing, advertising, and public relations services, contact the agency at 5301 N. Commerce Ave, Suite C, Moorpark, Calif., 93021. Telephone: (805)-529-3700 or visit online at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com).

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