

PRO-TRACKER® ARCHERY PARTNERS WITH FULL-THROTTLE COMMUNICATIONS FOR ON-TARGET PUBLIC RELATIONS PROGRAM

Rexburg, ID – Pro-Tracker® Archery, premier makers of the advanced Pro-Tracker Recovery System that has changed the way bowhunters successfully track and recover their trophies, is proud to announce its new partnership with full-service marketing, advertising and PR agency Full-Throttle Communications. The agency will be spearheading all media relations and PR initiatives for the growing company in the archery industry.

“We’re excited to partner with the industry veterans at Full-Throttle to head up our public relations efforts. They have a long history of success in the archery industry, and we’re confident they can successfully help us tell the Pro-Tracker Archery story,” said Gary Christensen, owner of Pro-Tracker Archery. “The technology behind our recovery system is effective, reliable and it will track wounded game taken with a bow (not your arrow) every time. With the help of Full-Throttle’s strategic PR efforts, we look forward to providing even more archers with the confidence that their game will be recovered, no matter the conditions.” he added.

The ingenious concept behind Pro-Tracker Archery is to help every bowhunter ethically and efficiently overcome any obstacle involved with tracking and recovering game taken with a bow. The Pro-Tracker Recovery system is engineered to track the animal, not the arrow by detaching from the arrow and staying in the hide of the animal. This means bowhunters will track and recover their trophy every time - guaranteed. In addition to the recovery system, bowhunters can add more momentum to each shot with Pro-Tracker’s line of Bad Boys FOC arrow sleeves. The Bad Boys have revolutionized the ease of forward weight without the need for re-sighting your bow, making the first shot count every time. The company also offers top-of-the-line arrows that deliver an incredible value to the archer.

“We couldn’t be more excited to partner with the Pro-Tracker team to further spread their message and help even more archers successfully track their trophies quickly and ethically,” said Jason Bear, President/CEO of Full-Throttle Communications. “The technology is effective and efficient, and we have no doubt archers across the country will be wanting to add the recovery system to their arsenal of archery gear,” he added.

About Pro-Tracker Archery:

Pro-Tracker Archery is based in Rexburg, Idaho and is an award-winning manufacturer of archery hunting products including the Pro-Tracker Recovery System, the revolutionary radio-frequency tracking system that helps hunters retrieve game regardless of the hunting conditions. The company also produces the Bad Boys FOC arrow sleeve that increases an arrow’s FOC for deeper, harder impacts, and a full line of Pro-Tracker Archery carbon arrows designed and built to the highest standards of archery performance. For more information on Pro-Tracker Archery, go to <https://pro-tracker.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.

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