



### **Shot Show's Media Day at the Range Announces The Action Target Safety Award**

Las Vegas, NV — Media Day at the Range announces its partnership with Action Target to create the 2012 Media Day Safety Award. This award will be given to the media day exhibitor that holds to the highest standards of safety during the shooting event on January 16, 2012. Each exhibitor will be judged by a panel of safety auditors who will score each exhibitor on their firearms safety practices during the event.

Action Target is a leading global supplier of superior shooting range products, equipment, design, manufacturing, and training for law enforcement, military, and commercial ranges. Action Target is recognized for developing innovative firearms training technology and for having the experience to properly apply that technology to solve today's safety issues on firing ranges all over the world. "We have been a major supporter of Media Day at the Range for many years and being the sponsor of the 2012 safety award is an honor for us," said Chad Burdette, Portable Target Manager for Action Target.

Scoring and grading each exhibitor at the shoot will be based on specific safety criteria of handling firearms, ammunition placement, and maintaining a safe environment at their shooting station. The winning exhibitor will be awarded the Action Target Safety Award trophy Tuesday afternoon, January 17<sup>th</sup> at the Action Target SHOT Show booth (#10564). This year's safety award winner receives \$3,500 toward their 2013 SHOT Show Media Day at the Range shooting lane.

In its sixth year, SHOT Show Media Day at the Range will host over 120 exhibitors and over 1000 media members of the hunting and shooting industry. This award will give recognition to that industry member that is an example to all others of the importance of safely demonstrating their products to the media.

For additional information concerning SHOT Show Media Day at the Range, contact

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