



Be Brazen: USA Shooting Chooses Brazen Sports as Official Timekeeper



COLORADO SPRINGS, Colorado (March 8, 2017) With a 2020 vision, USA Shooting is choosing to 'Be Brazen' and is announcing its latest sponsor in Brazen Sports LLC, the new Official Timekeeper of America's shooting team. The Detroit-based company will provide award timepieces to the USA Shooting Team over the next four years and the two organizations will work together to design a custom team watch by 2019.

Brazen Sports is a pioneering manufacturer and distributor of high-performance timepieces specifically designed for shooting enthusiasts, marksmen, military personnel and veterans. Their collection of American-engineered, ammunition inspired, Swiss-Made watches will be the perfect collector's item for USA Shooting athletes and fans.

These unique Brazen Sports timepieces will be provided to athletes as a reward for certain national and international successes throughout the year. Additional terms of the four-year agreement will include an option for consumers to direct a "Brazen Sports Gives-Back" donation of \$5 to USA Shooting for each timepiece purchased. Also, Brazen Sports will donate

\$100 for every USA Shooting member who buys a timepiece over the next four years. Brazen Sports now becomes The Official Timekeeper of the USA Shooting Team and will be shown as such at all major USA Shooting events in the future.

"USA Shooting's tradition of excellence requires us to partner with companies who have the same belief and passion for performance that our athletes do and we found that in Brazen Sports," said *Kevin Neuendorf*, Director of Marketing Communications for USA Shooting. "Their dedication to the shooting sports is profound and they are intent on honoring our athletes while helping them pursue a Brazen lifestyle, which by its very definition means to work hard in pursuit of perfection."

"We are excited to be a part of the fabric that makes up the best and brightest preparing for the Olympic and Paralympic Games. It is a great honor and privilege to be selected as The Official Timekeeper of USA Shooting," said *Eddie Rimanelli*, Founder and President of Brazen Sports. "The determination required in reaching one's goals athletically or otherwise is often a solitary pursuit. We believe the 'Be Brazen' philosophy can provide an intangible fuel in managing the athletes spirit during competitive times."

"Whether it be an anniversary, a birthday, a milestone, or just because, fine timepieces and jewelry have the power to articulate memories and occasions from one generation to the next and we can't wait to have our Brazen Sports line help tell the story for these remarkable athletes and their achievements," Rimanelli added.

Brazen's timepieces celebrate the passion of shooting sports enthusiasts. The patented case design draws heavily on the aesthetics of an ammunition chamber by capturing the contours of a cartridge, ejector rim, and spent primer. These watches are of extremely high quality, and represent the values that drive dedicated members of these sports. At SHOT Show 2017, Brazen announced Max Michel, World Champion Shooter and Team Captain of Sig Sauer, as Chairman of Brazen Sports Ambassadors. Designing exceptionally crafted products, promoting social responsibility, and supporting conservation organizations are the hallmarks of Rimanelli's company.

For more information on Brazen Sports, please visit www.brazensports.com.

USA Shooting Contact:

Kevin Neuendorf, Director of Marketing Communications

Tel: 719-866-4605

Email: kevin.neuendorf@usashooting.org

Brazen Sports Contact:

Eddie Rimanelli, founder and CEO

Tel: 310-795-5217

Email: er@brazensports.com



BRAZEN
SPORTS