



For Immediate Release:
April 22, 2009

Contact: Dave Thomas
(360) 855-2245
dave@steelchallenge.com

Action Target Named Official Target For New Scholastic Steel Challenge

SEDRO-WOOLLEY, Wash. — The Scholastic Steel Challenge (SSC) has named Action Target, a leading manufacturer of shooting range systems and equipment, as the official target of the new youth shooting program.

They are the latest company to join the Scholastic Steel Challenge effort. Already the program has received support from the National Shooting Sports Foundation, Smith & Wesson and the Outdoor Wire Digital Network which have committed over \$100,000 in funding and product.

The Scholastic Steel Challenge is a national team-oriented youth shooting program developed by the Steel Challenge Shooting Association (SCSA) and funded in part by a grant from the National Shooting Sports Foundation. The program is open to young men and women ages 12 to 20 and offers them the opportunity to compete as a four person team for a national title in the action pistol discipline of speed shooting.

“Action Target is very excited about the Scholastic Steel Challenge and the expansion of the pistol shooting sports it represents. We’re proud to be part of this growing, industry-wide effort to bring new shooters into the world of competition shooting and we look forward to working with ranges and teams all across the country,” said Chad Burdette, portable target consultant for Action Target.

In addition to being named the official target of SSC, Action Target is offering a very special discounted steel target package for teams and ranges participating in the program as well as providing technical support through a question and answer section of the program’s website where the company’s experts will assist ranges and teams with their efforts to expand shooting opportunities.

Action Target has also committed to promoting the SSC program on its own website.

“We’re very pleased to have Action Target as our official target. Not only have they provided us with an excellent promotional target package that clubs can manage, they are also bringing their 20-plus years of range and target expertise to the aid of coaches and clubs to make sure our kids are competing in a safe and fun environment,” said Scott Moore, director of SSC.

For more information on the Scholastic Steel Challenge and the Steel Challenge Shooting Association please visit www.SteelChallenge.com.

- 30 -

About the SCSA: The Steel Challenge Shooting Association (SCSA) is the governing body of the sport of Speed Shooting and organizer of the Steel Challenge World Speed Shooting Championships. To learn more about the Steel Challenge Shooting Association and the Steel Challenge visit the Web site at www.steelchallenge.com. There you will find diagrams of the stages of fire, complete listing of past results, a list of past champions, world record times and more.