

BLOOMFIELD PRESS

Memo: NATIONAL TRAINING WEEK — 3 Easy Steps

Dear Range Owner,

The week of July 4th is being established as National Training Week, a time when all good Americans go to ranges nationwide and enjoy the shooting sports.

This is a promotional and business-building opportunity for you, and a chance for the nation to rise up as one and exercise the right to keep and bear arms.

The event is strictly voluntary, it costs you virtually nothing to participate, and you will attract new customers and a revenue stream by climbing on board!

- 1.** Tell your employees to talk up National Training Week, July 4 to July 11, and post the flier attached to this letter (or download fliers at gunlaws.com).
- 2.** Offer your standard handgun rentals for one hour at no charge—customers pay for range time and ammo at normal prices—or you can offer discounts if you wish.
- 3.** Schedule classes, have instructors available on site, make sure you have supplies on hand (including books!), and add any other promo and PR you like to increase traffic.

It's easy, it's coordinated nationwide, national news outlets are being approached for coverage... put up the signs, tell your clients, go for it! Call us for information on co-op advertising dollars!

“Good Americans are good marksmen.”

“Safe gun handling is everybody's business.”

gunlaws.com

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Come Celebrate:



- 1-hour **FREE** Handgun Rentals!
 - Special classes for newcomers!
 - Instructors on site!
 - Easy lessons for first-time gun owners!

As part of the national campaign to improve marksmanship and gun safety across America, our range is offering **FREE** handgun rentals—this is your chance to try out a new firearm, get in some range time, sharpen your skills, and exercise your right to keep and bear arms! Don't miss this great opportunity!

We'll be offering special classes for people who are new to firearms, safety instructions for parents, special attention for youngsters, even advanced classes for highly skilled shooters. **Mark your calendar**—make sure you visit us during **4th of July week**—and add firearms to the fireworks of this great American holiday!