



Press Release & Media Invitation

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FOR IMMEDIATE RELEASE

Daisy National BB Gun Championship Match Comes to Rogers July 4th Weekend

Daisy Outdoor Products, headquartered in Rogers, Arkansas, has conducted the oldest and largest national 5-meter BB gun match for 45 years. The match has been hosted all over the country -- but never in Daisy's hometown of Rogers. Only recently has the city been able to offer a venue large enough to host this prestigious national competition. Daisy's staff, the Daisy Museum, the City of Rogers, and the Rogers-Lowell Area Chamber of Commerce along with the Rogers Convention and Visitors Bureau and Rogers Public Schools are excited to announce they'll be hosting the 45th annual championship this July 4th weekend at Rogers High School.

Executive Director of the Rogers Convention and Visitors Bureau, Tom Galyon said, "This event will have a tremendous economic impact on our city, introducing families from all over the country to the amenities our region has to offer. The July 4th weekend is traditionally a slow time for our hotels. This event has resulted in hundreds of room nights at five of our hotel properties."

Forty-three teams representing eighteen states will compete in match. They will shoot in four positions (standing, sitting, kneeling and prone) at a 5-meter distance. A written safety test will be given to all participants based on the Daisy Curriculum with which they have been instructed. The teams attending this national match have qualified by placing first, second or third place in a sanctioned state match.

Opening ceremonies will be held Friday at 6:30 p.m. at the Rogers High School gymnasium. The keynote speaker for the Opening Ceremonies is Nancy Johnson. An Olympic airgun shooter, Johnson won the first gold medal for the United States, with an airgun, in Sydney, Australia in 2000.

The shooting competition itself is a two-day event. Team members will shoot in two positions from 8:00 to Noon on Saturday, July 3rd in the Field House of Rogers High School on Dixieland Drive. Team members will shoot in the remaining two positions from 8 a.m. to noon on Sunday, July 4. The written test will take place in the Rogers High School gymnasium Saturday, July 3 at 1p.m. From 2:15 to 4 p.m. in the Rogers High School commons area, the athletes will have a "Barter Bar" where they trade with each other items they have brought from their home state. The closing awards ceremony is scheduled for Sunday, July 4 at 6:30 p.m.

Spectators are welcomed. Match officials only ask that spectators at the match in the field house do not use flash photography or otherwise disrupt the concentration of the young athletes and coaches.

You can find information on the match at <http://www.daisy.com/daisynationals/>

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About the Rogers-Lowell Area Chamber of Commerce

The Rogers-Lowell Area Chamber of Commerce is a five-star accredited chamber serving more than 1,976 member businesses across the region. The chamber serves as the voice of business, promoting and initiating responsible economic growth, while addressing community challenges in the Rogers and Lowell area, and the region. The chamber offers a variety of programming designed to grow business and build community. For more information on the Rogers-Lowell Area Chamber of Commerce, visit www.RogersLowell.com, or call 479-636-1240.