



9200 Cody • Overland Park, KS 66214-3259
Phone (913) 752-3400 • Fax (913) 752-3489

NEWS

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Contact: Paul Arnhold – Bushnell Outdoor Products
(913) 752-6105 / parnhold@bushnell.com
Cindy Heath – Monarch Publicity for Craig Morgan
(615) 429-2203 / cindy.heath@monarchpublicity.com
Mike Alday – Alday Communications for Folds of Honor
(615) 791-1535 / mike@aldaycommunications.com

Bushnell and Country Music Star Craig Morgan Partner to Benefit Folds of Honor and Military Families

Overland Park, Kan. — [Bushnell Outdoor Products](#), an industry-leader in high performance sports optics for more than 60 years, has announced a music download donation partnership with country music star and award-winning TV host [Craig Morgan](#) to benefit the [Folds of Honor Foundation](#). A 10-year veteran of the U.S. Army, Morgan has written and dedicated a new song titled “What Matters Most” to the heroes Folds of Honor supports.

The track, a tribute to the millions of service men and women who defend America’s freedom, parallels the stories of so many who have lost loved ones on the field of battle. All proceeds from the donation download offer are donated to Folds of Honor, supporting its mission to provide scholarships to the children and spouses of disabled or fallen soldiers.

“This song is inspired by and dedicated to the millions of spouses and children who put their lives on hold while their loved ones risk everything to defend our freedom,” said country music star and former Army veteran Craig Morgan. “Each download will help Folds of Honor support the families of our courageous military heroes,” added Morgan.

Bushnell, a Folds of Honor corporate partner and sponsor of [Craig Morgan All-Access Outdoors](#), will donate the first 10,000 song downloads. Once the song has been downloaded 10,000 times, it will be available for \$1, or consumers can donate \$5, \$25, \$50 or \$100 to Folds of Honor through the “What Matters Most” download platform.

Founded by [Major Dan Rooney](#) in 2007, [Folds of Honor](#) provides post-secondary educational scholarships to the spouses and children of service members disabled or killed during U.S.

military service. Major Rooney, a former F-16 pilot who served three tours in Iraq, founded Folds of Honor to ensure that families of fallen service members never have to endure alone.

For more information about the What Matters Most project and the story behind the song, visit the download page at www.whatmattersmost.foldsofhonor.org. To learn more about Folds of Honor and its commitment to help the families of fallen and disabled service members, visit www.foldsofhonor.org.

About Folds of Honor Foundation

More than one million dependents have been affected by the wars in Iraq and Afghanistan and 87 percent of them do not qualify for federal scholarship assistance. Folds of Honor, a 501(c)(3) charitable organization with a mission to empower deserving military families with educational support and opportunities, is helping fill that gap by providing educational scholarships for children and spouses of military service men and women killed or disabled while serving our great nation.

About Craig Morgan

One of country music's best-loved artists, Craig Morgan has made a name for himself with massive radio airplay of his signature hits: "Bonfire," "Almost Home," "Redneck Yacht Club," "That's What I Love About Sunday" and "International Harvester. His newest single "This Ole Boy," currently climbing the country radio charts, is the title track to his sixth studio CD, out now on Black River Entertainment. Craig received one of country music's highest honors when he was inducted as a member of the Grand Ole Opry in 2008. Prior to becoming a country music and TV sensation, Craig Morgan spent over 10 years of active duty in the Army and an additional nine years in the Army Reserves. He is an avid supporter of America's military personnel and a recipient of the 2006 USO Merit Award. In addition to a prolific country music career, he hosts the award-winning show "Craig Morgan: All Access Outdoors" every Saturday on The Outdoor Channel. For more information on Craig Morgan, please visit www.craigmorgan.com or follow him on Twitter @CMorganmusic.

About Bushnell Outdoor Products

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell[®], Tasco[®], Serengeti[®], Bollé[®], Uncle Mike's Law Enforcement[®], Stoney Point[®], Hoppe's[®], Butler Creek[®], Cébé[®], Millett[®], Uncle Mike's[®], Final Approach[®] and Simmons[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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