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Kinsey’s Partners with S3DA

mount joy, PA — Nearly 70 years ago, Vernon Kinsey turned his love for the outdoors into a business that was focused on fulfilling the passions of archers. Today, Kinsey’s continues to honor that legacy. For four generations, they have sought to preserve rich sporting traditions through distribution of the latest memory-making outdoor products. In 2019, Kinsey’s will continue their quest — a bow in every hand — through a like-minded partnership with the Scholastic 3D Archery (S3DA) Program.

Kinsey’s sponsorship in fact exceeds that of the Diamond Level Sponsorship. Justin Gorman will actively collaborate with the S3DA in 2019 via a seat on the board of directors. In addition to the typical support, the S3DA will gain exposure at the annual Kinsey’s Dealer Show in 2019 where they will receive booth presence, speaking opportunities and even present a morning seminar to the industry’s leading dealer base. Further, Kinsey’s has agreed to offer operational benefits and marketing support as needed to promote the S3DA’s aim.

The mission of the S3DA is to foster, educate and guide youth in the areas of 3D, indoor target, and outdoor target archery as well as safe, ethical bowhunting practices. Since its inception in 2012, S3DA has shown explosive growth in the United States, especially in the East and now has a student membership base of approximately 3,800 with more than 1,400 trained coaches. Being supported by sponsors has enabled S3DA to continue expanding its horizons beyond the current membership base and explore unchartered territories. In 2018, S3DA sanctioned 120 regional, 42 state, and 4 national events. This from-the-ground-up commitment is completely inline with the mentality at Kinsey’s.

Justin Gorman, Director of Sales at Kinsey’s, expressed his excitement about the partnership, “Hunting traditions and early exposure to the archery industry is something we truly support. The archery heritage that my family passed down to me was highly influential in molding my participation in the sport. Continuing to grow and promote youth archery is critical to our industries success. Kinsey’s is proud to be supporting S3DA both financially and operationally.”

“Our initial dealings with the folks at S3DA have been as advertised. Their passion for building a generation of youth who are motivated, curious, and excited to get outdoors is evident. As a team, we’ll do big things for the future of archery in 2019.” added Nathaniel Dearolf, Director of Marketing.