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Kinsey’s Continues Partnership 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 2020, Kinsey’s will continue their quest — a bow in every hand — through another like-minded partnership with the Scholastic 3D Archery (S3DA) Program.

Justin Gorman, Vice President of Sales and Marketing at Kinsey’s, expressed the importance of this partnership, “The future of archery depends heavily on early involvement and guided exposure. In our first year working closely with the S3DA, we were able to promote our industry via operational benefits and marketing support to reach our collective goals. It’s very satisfying to be actively involved in promoting this industry.”

Justin will continue to actively collaborate with the S3DA in 2020 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 2020 where they will receive booth presence, speaking opportunities and even present a morning seminar to the industry’s leading dealer base. Kinsey’s Diamond Level Sponsorship will again provide 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.

“We really enjoyed working with the S3DA in 2019 — their cause and motivation falls perfectly inline with our mission here at Kinsey’s. We look forward to another year of being actively involved with creating communications that will spur interest in the sport of archery.” added Nathaniel Dearolf, Director of Marketing.