

FOR IMMEDIATE RELEASE

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Adventure® Medical Kits Announces Partnership with Hunting Personality Randy Newberg

LITTLETON, N.H. (August 21, 2019) — Adventure® Medical Kits, the leading name in outdoor first aid, is pleased to announce a partnership with Randy Newberg, America's most dedicated public land hunter. With a lifetime of hunting experience, Newberg is a pre-eminent authority on self-guided hunting and public land access for hunters. He serves as a volunteer and board member for hunting and conservation groups and is a leading advocate for hunters in Congress and state legislatures.

Through this partnership, Adventure® Medical Kits will support Newberg's Hunt Talk forum, the online home for the self-guided public land hunter.

Adam Reczek, brand manager of Adventure® Medical Kits:

"There is no voice in big-game hunting today greater than Randy Newberg's. Randy has an admirable record of advocating for sportsmen and women, and we see a perfect fit in his platforms to educate hunters on the importance of wilderness first aid knowledge. Many hunters venture into the backcountry today without the tools or practiced skills to treat common injuries or illnesses, let alone stop bleeding fast in case of trauma. With Randy's help, Adventure Medical Kits aims to empower the community to better prepare for the likelihood of a mishap far from medical help."

As part of the new partnership, Adventure® Medical Kits will support Newberg's participation in a Wilderness First Responder course and supply him with products designed specifically for hunter safety and preparedness:

- *Sportsman Series*: Medical kits with first aid supplies designed to treat everything from common injuries encountered during a long weekend in the backcountry to equipment for treating serious injuries encountered during wilderness trips lasting up to two weeks.
- *QuikClot*: A hemostatic gauze that works on contact to stop bleeding by accelerating your body's natural clotting process, clotting blood five times faster. QuikClot has been tested and proven through years of combat use by the U.S. Military. A must-carry in any range bag.
- *Survive Outdoors Longer*: A broad range of survival products including emergency shelters and bivvies, survival kits and tools, fire starters, and signaling devices.

Randy Newberg, Hunter:

"As a backcountry hunter for nearly three decades, I have been an avid user of Adventure® Medical Kits and am excited to work with them on a deeper level. As someone with my own health issues, their commitment to providing high-quality and essential preparedness products reassures my team and me no matter where a hunt may take us. I carry QuikClot and the Sportsman Series medical kits on every hunt."

Learn more about Randy Newberg at www.randynewberg.com and engage in the Hunt Talk forum at www.hunttalk.com. Adventure® Medical Kits products are available across the U.S. at retailers including Cabela's, Bass Pro Shop and Amazon.

Please direct all media inquiries to Account Manager Ethan Peck at ethan.peck@rygr.us.

Adventure® Medical Kits: *The leading name in outdoor first aid, Adventure Medical Kits provide the necessary supplies and know-how to treat both common and severe injuries in the field.*

About Tender Corporation: *Founded in 1973 in the heart of New Hampshire's iconic White Mountains, Tender Corporation brands have always operated with a simple, unified goal: To help people enjoy the outdoors, no matter the condition. With innovative products from the organized-by-injury Adventure® Medical Kits to the category-dominating After Bite® insect sting treatment, Tender has—and continues—to make good on that promise.*

www.tendercorp.com