



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Mossy Oak and Realtree Team Up to Promote Treestand Safety

HATTIESBURG, MS – Outdoor industry leaders and well-known camouflage brands, Mossy Oak and Realtree, have collaborated to create a public service announcement to promote treestand safety. Featuring Mossy Oak's Cuz Strickland and David Blanton from Realtree, the PSA aims to highlight the importance of wearing a safety harness when hunting from a treestand.

Paul Meeks from the Treestand Manufacturers Association (TMA) said:

“We at the TMA are elated that Mossy Oak and Realtree have teamed up to create what will probably be the most effective message ever for encouraging hunters to wear full-body safety harnesses. Both Cuz Strickland and David Blanton are veteran hunters and understand the serious nature of this issue. And, they relate so well with the hunter, the impact of their advice will no doubt be responsible for saving many lives.”

The Pursuit Channel has also stepped up to help promote safe treestand practices by airing the PSA at no cost to TMA.

“Rusty Faulk and the Pursuit Channel also deserve a huge thank you for leading out in running this PSA at no charge,” said Meeks. “It is refreshing to see them put the safety of hunters and the welfare of the hunting industry as a top priority.”

The commercial will begin airing on the Pursuit Channel at the end of this month. For more information on TMA, log on to www.tmastands.com or call 601-584-7983.

The TMA operates as a Non-profit 501(c)(6) which specifically devotes its resources to promote treestand safety. It endeavors to improve treestand safety by education in the proper use of treestands, the development of treestand manufacturing standards, product testing, manufacturing quality control and the promotion of mandatory use of Fall Arrest Systems/Full Body Harness devices. Further, the TMA pursues its members to actively seek certification of conformance to association standards on all treestand products.

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