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NEWS

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Project BoreSnake Supports U.S. Military Overseas

Overland Park, KS — For many decades sportsmen have benefited from gear and technology developed for the military. From ammunition to Velcro® to GPS there are many innovations that have been passed down to civilians. Today, Project BoreSnake is an example of technology flowing the other way where products designed for sportsmen are proving to be a boon to soldiers in Iraq and Afghanistan.

Project BoreSnake is a non-profit organization in Fresno, Calif., that was organized in 2004 by families of military personnel who asked for help in finding improved tools and equipment for cleaning their firearms. The dust and sand in Iraq and

Afghanistan are hard on firearms and soldiers have to clean their weapons several times a day for them to function properly. The soldiers were writing home in search of more efficient cleaning tools than those provided by the military.



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The solution was the Hoppe's BoreSnake. One of the fastest and easiest bore cleaners on the market and a favorite of hunters and shooters, the Bore Snake is best described as dental floss for firearms. Made of flexible, woven cotton, it has an integrated brass brush that scrubs and cleans the bore with one pass. Just put a few drops of Hoppe's gun cleaning solution or oil on the front of the brush and pull the BoreSnake down the barrel. A thorough cleaning can be accomplished in seconds, rather than minutes, and the BoreSnake can easily be rolled up and stuffed into a pocket or pack.

Jim Kochheiser and his family run Project BoreSnake from their home. They have a Web site (www.projectboresnake.com) where service personnel can be nominated to receive a "Snake Kit" which includes eight BoreSnakes in a variety of calibers (5.56mm, 7.62mm, .45 cal., 12.7mm and 12-gauge) to cover all U.S. military small arms. The kits can then be shared among the recipient's unit or provided to the unit armorer.

Hoppe's has worked with Kochheiser and Project BoreSnake to provide the products at a special price. Kochheiser donates the labor and 100 percent of all donated funds go to purchasing, packaging and shipping the Snake Kits. Funding has come from local civic groups, individuals and even the National Rifle Association. From its inception in 2004, Project BoreSnake has shipped more than 20,000 BoreSnakes to military personnel.

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[®], Kolpin[®] and Final Approach[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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