



Contact:

Grand View Media

Bob Robb, Editorial Director, Grand View Outdoors

520-904-4008

brobb@grandviewmedia.com

grandviewmedia.com

Bob Robb awarded Bushnell Bill McRae Lifetime Achievement Award

BIRMINGHAM, AL – January 20, 2017 - Bushnell Outdoor Products, a noted leader in sports optics and outdoor accessories, recognized Bob Robb, Editorial Director at Grand View Outdoors, as the recipient of the esteemed Bushnell Bill McRae Lifetime Achievement Award.

[Bushnell Outdoor Products](#) established the Bushnell Bill McRae Lifetime Achievement Award to recognize the immense contributions the legendary writer and photojournalist made to the optics and outdoor industry during his 50-year career. Introduced in 2011, the annual award was established to both honor McRae and recognize current and future journalists who have made a profound impact in the industry.



Robb has reported from the field for nearly 40 years and from five continents. His career has spanned from newspapers to numerous hunting magazines to industry leading sites. To date, he has authored 10 books on hunting and contributed chapters to several others, and currently leads the editorial team efforts for the Grand View Outdoors website, *Bowhunting World*, *Predator Xtreme*, *Whitetail Journal*, *Shooting Sports Retailer* and *Tactical Retailer*. Whether in the wilds of Alaska or guiding

a hunt with clients and friends, Robb always writes to bring the audience along in his footsteps.

In addition to the lifetime achievement award, Bushnell will endow a \$10,000 scholarship for students pursuing a degree in optical science and engineering. A leader in optical innovation, Bushnell is dedicated to advancing technology and performance in the field.

Bushnell, a Vista Outdoor brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit www.bushnell.com

About Grand View Outdoors

Grand View Outdoors is a premier online destination for avid outdoor enthusiasts whose passions center on hunting. It brings together the full breadth of expertise, in-depth information and breaking industry news found online and in the pages of Grand View

Outdoors' print and digital magazines. Grand View Outdoors publishes three consumer titles: *Bowhunting World*, *Predator Xtreme* and *Whitetail Journal*. *Archery Business*, *Shooting Sports Retailer* and *Tactical Retailer*, three leading trade media brands, are among the most recognized and respected resources in the field. Outdoors, indoors, in the stand, and in demand, Grand View Outdoors hunting and shooting sports brands are sharply focused on key enthusiast markets. Find us at Grandviewoutdoors.com

About Vista Outdoor Inc.

Vista Outdoor is a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provide consumers with a range of performance-driven, high-quality and innovative products in the ammunition, firearms and outdoor products categories. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 10 U.S. States, Puerto Rico, Mexico and Canada along with international sales and sourcing operations in Canada, Europe, Australia, New Zealand and Asia. For news and information, visit www.vistaoutdoor.com or follow us on Twitter @VistaOutdoorInc and Facebook at www.facebook.com/vistaoutdoor.

About Grand View Media

Grand View Media serves industries from horticulture to hunting to health care, publishing content and providing client services for business-to-business and consumer markets. Whether via magazines, custom publications, digital communities, websites or proprietary lead generation tools, Grand View Media presents clients with custom solutions. Specializing in the green, outdoors, industrial and health care industries, almost 30 brands combine for collaborative, comprehensive solutions for clients worldwide. Grand View Media is a wholly-owned subsidiary of EBSCO Industries, a multibillion-dollar international conglomerate based in Birmingham, Alabama. One of the largest privately held companies in the U.S., EBSCO Industries is No. 1 in the world for many media and data services and comprises more than 40 diverse business units.

###