



## Shot Heard 'Round the World Day

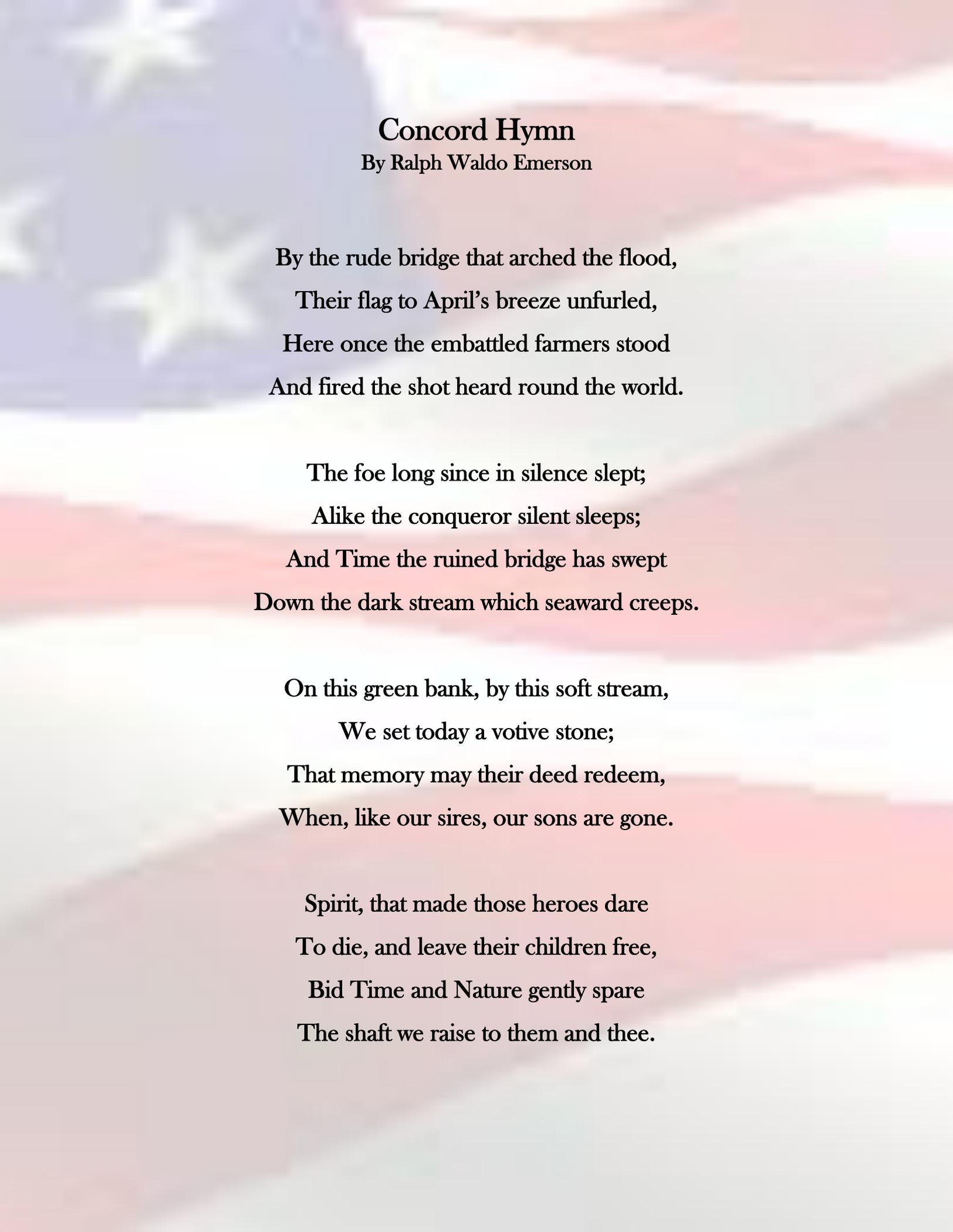
**Mission:** To promote participation in the annual commemorative Shot Heard 'Round the World Day at public ranges across the United States, connecting participants with organizations that support safe, legal, and responsible forms of recreational shooting and firearm ownership.

**What is Shot Heard Round the World Day?** It is an annual event held on April 19<sup>th</sup>, or the following Saturday for maximum audience, to commemorate the first shot of the American Revolution. It's designed to be a *light hearted* event to draw new participants to public ranges, providing a safe opportunity to celebrate the birth of a nation. It provides enthusiasts and patriots an inviting destination to gather and learn about responsible firearm ownership.

**The Product:** The Shot Heard 'Round the World Day community is a digital platform supported by social media. It provides a destination to drive those interested in firearm ownership and shooting sports to public ranges, mentoring user groups, and retail suppliers.

If supported on a national level, this event could serve as a stimulus to product purchases. The result would translate to increased public awareness of positive shooting activities and the resources that support them. An additional benefit would be the potential increase of Pittman-Robertson funds realized from increased industry sales.

The Shot Heard 'Round the World Day program would be offered to participating ranges providing a template for a customer service event. This template would include agenda, guidelines and examples of how to host an inviting program to new audiences. In addition, it will provide a platform to collect customer survey data of participants. This data will be compiled on state and national levels and used to provide insights to customer use.



## Concord Hymn

By Ralph Waldo Emerson

By the rude bridge that arched the flood,  
Their flag to April's breeze unfurled,  
Here once the embattled farmers stood  
And fired the shot heard round the world.

The foe long since in silence slept;  
Alike the conqueror silent sleeps;  
And Time the ruined bridge has swept  
Down the dark stream which seaward creeps.

On this green bank, by this soft stream,  
We set today a votive stone;  
That memory may their deed redeem,  
When, like our sires, our sons are gone.

Spirit, that made those heroes dare  
To die, and leave their children free,  
Bid Time and Nature gently spare  
The shaft we raise to them and thee.