

Thursday, July 13, 2017

Larry and Brenda Potterfield Donate \$55,000 to Support 4-H Shooting Sports

COLUMBIA, MO – July 12, 2017 –

Larry and Brenda Potterfield, owners of MidwayUSA, recently attended the 2017 4-H Shooting Sports National Championships, held at the Heartland Public Shooting Park, in Grand Island, Nebraska. This year, 712 participants from 36 states participated in 27 different events. The weeklong competition covered nine disciplines including archery (compound and recurve), air pistol/air rifle, hunting, muzzle loading, shotgun, small-bore pistol, and small-bore rifle.



Missouri was represented at the 4-H Shooting Sports National Championships by 36 youth competitors and 9 adult volunteers (nine teams of four youth and one adult coach). To help with travel expenses associated with sending Missouri state shooting teams to the National Championships, Larry and Brenda generously donated \$10,000 to the Missouri 4-H Foundation. Remaining funds from the donation will be used for 4-H training workshops. Each year Missouri 4-H trains approximately 250 volunteers at six workshops.

"Without the continued and dedicated support of MidwayUSA and our many volunteers, 4-H Shooting Sports could not function as it does today," said Jim Sappington, Missouri State 4-H Shooting Sports Coordinator. "The many levels of support Larry and Brenda Potterfield provide to our program allow us to train new volunteers and supply our state programs and teams with the equipment needed to perform at the highest levels. It also allows us the ability to work with some of the best and brightest of Missouri's youth through shooting sports, allowing them not only to be better shooters but also to develop into great young adults and future leaders of Missouri and the Nation."

A direct result of the Potterfield's generosity, the National 4-H Shooting Sports Program was the recipient of an additional \$45,000 donation – received through a donor advised account at Tulsa Community Foundation. The donation directly supports the 2017 4-H Shooting Sports National Championships, National 4-H Shooting Sports Instructor Workshops, and the Face to Face Conference of all state level 4-H Shooting Sports Coordinators in October, 2017 in Louisiana.

Larry and Brenda have provided financial support to National 4-H Shooting Sports programs since 2011. Their contributions have had a significant impact on the expansion of 4-H Shooting Sports programs nationwide. In 2011, 4-H Shooting Sport programs reached 306,000 youth with 15,000 instructors. In 2016, the National 4-H Shooting Sports program reached over 450,000 youth, supported by over 21,000 adult volunteer Instructors.

"I was so pleased that Larry & Brenda were able to join us in Grand Island Nebraska for a day of our 2017 4-H Shooting Sports National Championships," said Conrad Arnold, National 4-H Shooting Sports Program Coordinator. "Having them visit and getting a firsthand look at how their support impacts the lives of so many youth & families throughout the country meant much to those of us who are dedicated to impacting lives through 4-H youth shooting

programs."

About 4-H Shooting Sports

The focus of all 4-H programs is the development of youth as individuals and as responsible and productive citizens. The National 4-H Shooting Sports Program stands out as an example. Youth learn marksmanship, the safe and responsible use of firearms, the principles of hunting and archery, and much more. The activities of the program and the support of caring adult leaders provide young people with opportunities to develop life skills, self-worth, and conservation ethics.

To learn more about 4-H Shooting Sports, visit www.4-hshootingsports.org.

About MidwayUSA

Both country kids from Missouri, Larry and Brenda Potterfield turned their passion for shooting sports into a career by opening a small gun shop in 1977 that would eventually become MidwayUSA (<http://www.midwayusa.com>). They instilled family values like honesty, integrity and respect for others into the business, and strive to maintain this culture with each Employee added to their growing team. For 40 years, MidwayUSA has maintained an unyielding focus on Customer Satisfaction and continues to offer JUST ABOUT EVERYTHING® for Shooting, Hunting and the Outdoors.

For more information on MidwayUSA, visit their website (<http://www.midwayusa.com>), find them on Facebook (<http://www.facebook.com/OfficialMidwayUSA>), or follow them on Twitter (<http://twitter.com/midwayusa>).

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