



CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS
MIDWAYUSAFFOUNDATION.ORG

MidwayUSA Foundation, Inc.

6001 W. Van Horn Tavern Rd. Suite C

Columbia, MO 65203

For Further Information, Contact:

Dani Farris dfarris@midwayusafoundation.org

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For Immediate Release

OVER \$1 MILLION ADDED TO MIDWAYUSA FOUNDATION ENDOWMENTS TO SUPPORT YOUTH SHOOTING SPORTS

Columbia, MO – To say the month of November was a successful one for youth shooting sports and the MidwayUSA Foundation would be an understatement. Through their matching program, funded by Larry and Brenda Potterfield, the MidwayUSA Foundation added \$1,047,090 to nearly 350 endowments. The majority of this matching donation benefited individual youth shooting team endowments that received a 2:1 match on donations into their earmarked endowment. To date, this is the largest contribution made through the MidwayUSA Foundation's annual matching program.

“There is no question our endowments and the passion of Larry and Brenda Potterfield are changing the future of youth shooting sports. This million-dollar donation is proof. It is truly unique that a donor can *choose* the specific team for their contribution and the ability to **triple** that gift is something that can and *has* really made an impact for shooting teams across the country.” said Randy Moeller, MidwayUSA Foundation Executive Director. Youth shooting teams with an endowment at the Foundation can draw a cash grant from that endowment, annually, to pay for team expenses.

Through the MidwayUSA Foundation website (midwayusafoundation.org/donate) donors can choose the team that will benefit from their contribution. Donations are tax deductible and 100% of the donation, as well as the match, benefits *that* team. The Foundation keeps zero for operating expenses. **The 2:1 Matching Program does end on 12.31.17.**

The MidwayUSA Foundation is a 501(c)(3) public charity working to sustain the shooting sports industry by providing long-term funding to youth shooting teams. Every donation made is 100% tax deductible and supports the mission to help communities and organizations raise funds to support their youth shooting team. The Foundation supports all shooting disciplines. For more information about how the MidwayUSA Foundation is changing the future of youth shooting sports, please visit midwayusafoundation.org or call 1-877-375-4570.