

Davidson's Delivers and Extends the "Ruger 2 Million Gun Challenge"

Ammoland Inc. Posted on July 29, 2016 by AmmoLand Editor JS



Ruger 2.5 Million Gun Challenge



Davidson's

Prescott, AZ -(AmmoLand.com)- Davidson's, one of the largest independent distributors of Ruger firearms, accepted Ruger's challenge at the 2015 NRA Annual Meetings and pledged to donate one dollar to the NRA's Institute for Legislative Action for each new Ruger firearm it sold within the challenge period.

Davidson's has already contributed \$350,000 on top of Ruger's \$4,000,000 to benefit the NRA-ILA.

Davidson's CEO and President Bryan Tucker and Executive Vice President Larry Massimo presented Chris Cox, NRA-ILA's Executive Director, with a check for \$350,000 at the 2016 NRA Annual Meetings in Louisville, Kentucky.

"We believe that everyone in our industry should stand united and fight to protect our Second Amendment Rights," said Davidson's CEO and President Bryan Tucker. "Our participation in the Two Million Gun Challenge is one of the ways that we continue to support the NRA-ILA and show our leadership in defense of the American Constitution."

"Our support of the NRA-ILA is critical to the firearms industry," stated Executive Vice President Larry Massimo. "I challenge all Ruger firearms distributors to join Davidson's and Ruger with a donation of their own."

Both Ruger and Davidson's have pledged to extend the challenge period through the end of October, to ensure continued support up until the election. Ruger's goal is to sell another 500,000 new firearms – totaling \$5,000,000 in donations to the NRA-ILA for the 2015-2016 period.

Ruger's CEO Mike Fifer commented, *"With the support of our loyal consumers, we are not only able to make history again, but we also are showing our support of the NRA-ILA during this critical election year. I want to sincerely thank Bryan Tucker and Davidson's for joining us in this challenge. I hope others follow in their footsteps to create a level of support for our Second Amendment Rights and the NRA-ILA that is contagious,"* Fifer concluded.

For more detailed information about Ruger's 2015-2016 "2.5 Million Gun Challenge" and to track its progress, visit Ruger.com/2Million. To get an extra bang for your buck, buy a Ruger firearm through www.galleryofguns.com or from your local Davidson's retailer.

About Davidson's and Gallery of Guns:

Founded in 1932, Davidson's (<http://www11.davidsoninc.com>) is one of the nation's leading firearms wholesalers. In 2007 Davidson's launched the Gallery of Guns website (www.galleryofguns.com) specifically to help Davidson's retailers sell Davidson's inventory, it is now one of the firearm industry's most successful consumer websites. Each firearm sold through Davidson's is backed by the company's "GuaranteeD Lifetime Replacement Program."

For more information on becoming a Davidson's retailer please call 1-800-367-4867.

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