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MidwayUSA's Potterfields Donate \$100K to NRA After M855/SS109 Decision; Industry Challenge Issued

by NRA Staff - Wednesday, March 11, 2015



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In honor of [NRA/ILA's](#) hard work in rallying NRA members and Congress to combat the ATF's proposed changes to the M855/SS109 ammo exemption framework, Larry and Brenda Potterfield, owners of [MidwayUSA](#), will make a \$100,000 donation to the NRA/ILA National Endowment for the Protection of the Second Amendment. The donation also celebrates [ATF's recent decision to refrain](#) from seeking to issue a final framework at this time.

The Potterfields have also issued the "Two Twenty Three Challenge" to organizations in the outdoor and shooting sports industries, whereby each organization is challenged to have their own celebrations and to make a contribution to NRA/ILA National Endowment for the Protection of the Second Amendment, at whatever financial level is appropriate.

"We're calling on all of the leaders in our industry to accept this challenge," said Larry Potterfield, Founder and CEO of MidwayUSA. "Manufacturers, distributors, dealers, gun clubs and key conservation groups all have an opportunity to celebrate and contribute to what the NRA/ILA and NRA members have helped make happen. Make a donation, write a Facebook post, issue a press release and get the word out that we sincerely support and appreciate the work the NRA/ILA and its members are doing to protect the Second Amendment."

For more, visit [MidwayUSA.com](#).