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5.11 TACTICAL® LAUNCHES 'PASSION FORWARD' CAMPAIGN TO CELEBRATE THE RAPIDLY GROWING WOMEN'S TACTICAL COMMUNITY

Leading Innovator of Tactical Gear Reveals Campaign Ambassadors

MODESTO, Calif. July 7, 2015—[5.11 Tactical®](#), the global innovator of tactical apparel and gear, today announced the launch of its “[Passion Forward](#)” initiative. A campaign dedicated to women everywhere, Passion Forward is debuting in tandem with a continued surge of women’s participation in shooting sports, hunting, public safety and an overall global desire for tactical preparedness. According to the National Sporting Goods Association, more than five million women actively participated in target shooting in the U.S. during 2011, resulting in a 51 percent increase between 2001 and 2011.¹ Furthermore, countries around the globe have seen up to a 60 percent spike in women’s participation in hunting.²

Celebrating today’s tactical-minded, active and aspirational woman, as well as those women striving for greatness in public safety fields, Passion Forward will offer fans and followers access to training videos, exclusive ambassador tips, covert solutions, product recommendations, contests and giveaways and more.

To kick off the campaign, 5.11 Tactical unveiled its esteemed program ambassadors and will be showcasing its expanding line of women’s tactical gear and apparel. Accomplished professionals in each of their respective fields, the ambassador team includes the below trio of women who embody the powerful spirit and determination that Passion Forward aims to promote:

- **Janna Reeves**—a devoted shooting competitor, Janna works full-time in the firearms industry. In her rookie year with the Noveske shooting team, she secured multiple high lady titles, and also qualified for a spot on the televised 3-Gun Nation Pro tour, making it to the championship shoot off. Throughout her career she has participated in several defensive shooting training programs, which played a role in her becoming a NRA-certified instructor.
- **Jolie Gentry Macias**—a police officer and her department’s first female Special Weapons and Tactics (SWAT) team operator, Jolie won the inaugural Crossfit Games in 2007. In the 2009 Crossfit Games, she won the Viking Tactic top performing Law Enforcement or Military athlete of the games. Jolie is currently focused on training for Olympic Weightlifting and is looking to lead her team at Catalyst Athletics to the national title.
- **Katie Francis**—at 16-years-old, Katelyn (Katie) Francis is an avid competitive shooter. Katie began shooting with a 22 revolver at the age of five, and by the age of eight she began shooting a 9MM pistol. When she was 10, Katie started shooting in local United States Practical Shooting Association (USPSA) pistol matches. That same year, she competed in the Monster Match in St. Louis, Mo. and was the third place junior. Katie will be representing the U.S. at the International Practical Shooting Confederation Shotgun Match this coming September in Italy.

“We are proud to develop products that are made for women, by women,” said 5.11 Tactical CEO, Tom Davin. “Women have demanded a superior product, and we’ve long understood that the fit of women’s products is a key element of high performance. Our Passion Forward campaign is dedicated to honoring women who maintain an ‘Always Be Ready’ mentality, and we’re thrilled to team up with Janna, Jolie and Katie, who truly personify the Passion Forward mission.”

According to the National Shooting Sports Foundation (NSSF), more than 50 percent of women in the U.S. said they intend to purchase at least one firearm in the next 12 months.³ As it relates to public safety, there are some countries, such as the U.K., where women make up more than 25 percent of today’s police force.⁴ With steady growth of the women’s segment as it pertains to shooting sports, gun ownership and law enforcement, 5.11 Tactical will continue efforts to extend its women’s line of tactical apparel and gear—designed by women, for women—to support the expansion.

“Conversations around women’s specific products first began as women started to vocalize their frustrations with the fit of their tactical pants and uniforms. As we began developing our Women’s Stryke Pant, we focused on function, improved fit—which is critical—and adding a touch of feminine detail so that it wasn’t a carbon copy of the Men’s Stryke Pant. We built it for a woman’s body,” said Tiffany Yerby, Director of Design at 5.11 Tactical. “Product testing on all shapes and sizes, and getting end user feedback, was paramount to the success and expansion of the women’s line you see on the shelves today.”

Adding to its increasing selections of women’s products, 5.11 Tactical will unveil a variety of purpose built gear and apparel intended for the female customer, expanding the line to 2016 and beyond. Introduced earlier this year, the [Lucy Tote](#) and [Sarah Satchel](#) hide a wealth of tactical features while also providing a chic, yet inconspicuous, exterior which mimics the silhouette of a classic, feminine handbag. Both bags feature a strategically positioned TacTec System™ compatible pistol compartment intended for accelerated sidearm access or access to self-defense tools, such as pepper spray.

To learn more about each Passion Forward ambassador, access exclusive video interviews and photos, training tips and product recommendations, click [here](#). 5.11 Tactical will also be offering Passion Forward-hosted contests and giveaways this summer. For more information on 5.11 Tactical and its product offerings, visit www.511Women.com and follow the #PassionForward hashtag on Facebook, Instagram and Twitter.

Media interested in learning more about 5.11 Tactical should contact 5.11@havasformula.com. To find a store where products can be purchased, reference the 5.11 Tactical [store locator](#).

About 5.11 Tactical

With offices globally, 5.11 Tactical collaborates directly with end users/operators to create purpose-built apparel and gear designed specifically to enhance the safety, accuracy, speed and performance of first responders worldwide. 5.11 Tactical products exceed rigorous and exacting standards, which have allowed the brand to establish a reputation for innovation and authenticity, and cement itself as the premier choice for Purpose-Driven professionals and enthusiasts worldwide. Learn more about 5.11’s best-selling tactical gear and accessories at www.511tactical.com. Connect with us @511Tactical on [Facebook](#), [Twitter](#), [Instagram](#) and #511Tactical.

¹ The International New York Times, http://www.nytimes.com/2013/02/11/us/rising-voice-of-gun-ownership-is-female.html?_r=0

²The European Federation of Associations for Hunting & Conservation, <http://www.face.eu/about-us/resources/news/number-of-women-hunters-in-europe-on-the-rise>

³ Women Gun Owners: Purchasing, Perceptions and Participation, <http://www.nssfblog.com/new-nssf-report-more-women-owning-guns-going-target-shooting-and-hunting/>

⁴ Gov.UK, <https://www.gov.uk/government/publications/police-workforce-england-and-wales-31-march-2013/police-workforce-england-and-wales-31-march-2013#key-facts>

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