



5.11 LAUNCHES 5.11 ABR ACADEMY AT COMPANY-OWNED RETAIL STORES

Irvine, Calif. (March 12, 2019) – Global leader in innovative tactical apparel, footwear and gear, [5.11 Tactical](#), is officially launching a program of instructional classes hosted at its 45 company-owned retail stores throughout the U.S. The *5.11 ABR (Always Be Ready) Academy* events are free to the public and will be held monthly at different company-owned retail locations nationwide. The *5.11 ABR Academy* shows 5.11’s commitment to the *5.11 Always Be Ready* mentality extending beyond just a customer’s apparel, footwear and gear.

“One of the main focuses of 5.11’s company-owned retail expansion plan is to make 5.11 stores experiential retail destinations,” said 5.11’s Senior Vice President of Retail, Jeff Roberts. “We will provide our consumers with not only the gear they need to be ready – but also practical experiences to help them be prepared too.” Roberts continues, “Our *5.11 ABR Academy* program will transform our stores into more than just a point of sale – they’ll serve as the interactive consumer destinations we always intended for our stores to be.”



The clinics themselves will provide attendees with lessons in readiness skills within five main areas of training: trauma care, self-defense, everyday/concealed carry, fitness and outdoor adventure. Each class will be hosted by certified experts in each field and provide consumers with first-hand learning and guidance in these areas of practice. The *5.11 ABR Academy* mission is to empower the community to “Always Be Ready.”

To learn more about 5.11's ABR Academy and see a list of events nationwide, please visit: www.511tactical.com/ABRAcademy

For more information on 5.11, its product offerings or in-store events, please contact: pr@511tactical.com.

About 5.11 Tactical

With offices around the globe, 5.11 works directly with end users to create purpose-built apparel, footwear and gear designed specifically to enhance the safety, accuracy, speed, and performance of tactical professionals and enthusiasts worldwide. 5.11 products exceed rigorous standards, which have allowed the brand to establish a reputation for innovation and authenticity, and become the premier choice for those who always have to be ready. 5.11 products can be purchased online, through authorized dealers and retailers, as well as at 5.11 company-owned retail stores.

Learn more about 5.11's best-selling tactical gear and accessories at www.511tactical.com. Find a full list of 5.11 company-owned retail stores at <https://www.511tactical.com/locations/>. Connect with 5.11 [on Facebook](#), Twitter [@511Tactical](#) and on Instagram [@511Tactical](#) and #511tactical

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