



\*\*\* MEDIA ALERT \*\*\*

## 5.11 TACTICAL® CELEBRATES GRAND OPENING OF NEW CARSON, CALIF. STORE LOCATION

**WHAT:** [5.11®](#), the global innovator of tactical apparel and gear, will be hosting a public event to celebrate the grand opening of its new brick-and-mortar retail store in Carson, Calif. Held onsite at the new 3,500-sq. foot showroom, the event promises an unforgettable experience and intimate first look at 5.11 Tactical's commitment and focus on providing top-of-the-line tactical clothing, apparel and accessories for men and women. Community members are encouraged to visit the new retail location to explore wall-to-wall men's and women's apparel, footwear, and gear.

The Grand Opening ceremony will kick off at 12 noon PT with the ceremonial "breaching of the doors" by actor, director, producer and writer [Joe Mantegna](#) – most known for his starring role on the hit TV series, "Criminal Minds." Local law enforcement officers will be recognized for their service by 5.11 CEO Tom Davin, who will also be headlining the event as the Master of Ceremonies. Attendees will have exclusive access to giveaways from 5.11, Kill Cliff, and PEAR Sports, limited edition t-shirts, and exclusive promotional pricing. Complimentary food and beverages will be provided courtesy of Taste Chicago.

Following the grand opening, the 5.11 Tactical Carson store will be open Monday through Saturday from 10 a.m.-8 p.m. PT, and Sundays 11 a.m.-6 p.m. PT.

**WHEN:** Saturday, July 23, 2016 from 12 p.m. – 4 p.m. PT

**WHERE:** 5.11 Tactical

20759 Avalon Blvd.  
Carson, CA 90746

**WHY:** 5.11 Tactical is honored to serve law enforcement, firefighter and EMS professionals and tactical enthusiasts. 5.11 Tactical's brick-and-mortar retail locations provide an ideal opportunity for the brand to directly engage with both local and international tactical professional and enthusiast communities. Serving as a retail destination for Carson, the store is easily accessible from the greater Los Angeles County area.

**WHO:** Media and Carson and Los Angeles community members are invited to join the grand opening festivities surrounding 5.11 Tactical's Carson store location. For more information on 5.11 Tactical, its product offerings or store opening, please contact [5.11@havasformula.com](mailto:5.11@havasformula.com).

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