

5.11 Tactical Media Contact:

Meghan Brown, Formula PR

619-234-0345

5.11@formulapr.com



5.11 TACTICAL® ANNOUNCES GRAND OPENING OF NEWEST RETAIL LOCATION IN RIVERSIDE, CALIFORNIA

Innovator of Tactical Gear Opens Third Retail Store

MODESTO, Calif. Oct. 8, 2014—Today, [5.11 Tactical®](#)—global innovator of tactical apparel and gear—announced it will be opening a new retail store in Riverside, California. The Riverside store will carry the full breadth and depth of the 5.11 Tactical product lines. Paramount to 5.11 Tactical’s brand values, this location will educate customers about the diversity of product offerings and provide a destination to learn about, test and purchase products that help enhance the safety and functionality of first responders. The Riverside Grand Opening will take place on Friday, Oct. 17 and Saturday, Oct. 18, 2014.

“We developed this new retail space with our customers in mind. Innovation and functionality have always been central to our foundation and this new location gives consumers the opportunity to experience the enhanced capabilities of 5.11 Tactical’s products first-hand,” said Tom Davin, CEO at 5.11 Tactical. “Our team is looking forward to serving the Riverside community of public safety professionals, along with outdoor, fitness, sports and competitive shooting enthusiasts.”

5.11 Tactical’s Riverside store opening event will kick off on Friday, Oct. 17, 2014, from Noon to 2 p.m. PT. Open to the public, the event will include complimentary food and refreshments from Bubba’s Burgers. Additionally, guests can enjoy a special appearance from Professional Bull Rider Cody Nance. Shoppers will receive special opening offers from 5.11 Tactical from Friday, Oct. 17 to Sunday, Oct. 19, 2014.

5.11 Tactical leads the tactical gear industry, fueling sales with ongoing product innovation and dedication to producing the highest quality functional products. With durability and performance in mind, 5.11 Tactical demonstrates superior craftsmanship in every segment of the brand—from tactical apparel and duty gear to footwear, outerwear, lighting, packs, bags and accessories. The company’s new [Fall/Winter 2014 Catalog](#) features a number of new products, including the Taclite® M-65 Jacket, Sierra Softshell, Insulator Jacket and Vest, Rapid Response Quarter-Zip, Freedom Flex™ Long Sleeve, Traverse Double Buckle Belt and more.

The 5.11 Tactical Riverside retail store is located at 3388 Tyler Street in Riverside, California. Media interested in attending the grand opening or speaking with a 5.11 Tactical spokesperson should contact 5.11@formulapr.com.

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 Duty-Driven professionals. Learn more about 5.11’s best-selling tactical gear and accessories at www.511tactical.com. Connect with 5.11 Tactical on [Facebook](#), #511tactical, Twitter [@511Tactical](#) and on Instagram [@511Tactical](#).

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