

**5.11 Tactical Media Contact:**

Meghan Brown, Formula PR

619-234-0345

[5.11@formulapr.com](mailto:5.11@formulapr.com)



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**5.11 TACTICAL® TEAMS UP WITH FRED EICHLER**

*Innovator of Tactical Gear Sponsors Eichler's Popular TV Shows  
"Easton Bowhunting TV" and "Predator Nation"*

**MODESTO, Calif. Feb. 10, 2015**—[5.11 Tactical®](#), the global innovator of tactical apparel and gear, today announced its newest partnership with avid outdoorsman Fred Eichler and sponsorship of the popular television programs he hosts, including: Sportsman Channel's *Easton Bowhunting TV* and *Predator Nation*, which was recently named Best Hunting Show – Small Game in the 2014 Sportsman Choice Awards at the 2015 NSSF SHOT Show®. Known for traveling the world in pursuit of adventure, Eichler is the first person to harvest all 29 North American species recognized by Pope and Young with a recurve bow. By equipping outdoor missions with 5.11 Tactical's innovative gear, Eichler can confidently tackle the rigorous journeys each television episode demands—from navigating the swamps of Florida to the mountains of Colorado.

"I am proud to be associated with 5.11 Tactical," said Eichler. "My wife, Michele, and I use their conceal carry shirts and have been wearing the brand's tactical work wear for years. My adventures are demanding, requiring tough equipment and 5.11 Tactical is the brand I trust. From serving our military and law enforcement to covert ops groups, 5.11 makes tough gear for tough conditions."

5.11 Tactical is committed to developing products that incorporate durability, comfort and functionality, which enable customers to successfully complete demanding missions. Leading the tactical gear industry, the company continues to enhance the safety, accuracy, speed and performance of law enforcement, military and adventure seekers worldwide. Crafted with precision and purpose, each product is inspired by professionals and demonstrates unmatched functionality and versatility. 5.11 Tactical continues to innovate products, delivering duty- and adventure-driven gear, head-to-toe.

Peter Novak, vice president of the Consumer Wholesale division at 5.11 Tactical, commented: "Fred Eichler is such a great representation of the 5.11 brand and we are a proud sponsor of his shows, *Easton Bowhunting TV* and *Predator Nation*. He is an accomplished outdoorsman, rancher and honorable American. Son of a former Special Ops serviceman, Fred utilizes the unique features of 5.11 Tactical's gear while performing everyday tasks, hunting and working in his ranch in south Colorado. We look forward to his real world input to further improve our 5.11 product line."

To learn more about Eichler, *Easton Bowhunting TV* and *Predator Nation*, please visit [www.fredeichler.com](http://www.fredeichler.com).

Media interested in speaking with a 5.11 Tactical spokesperson should contact [5.11@formulapr.com](mailto: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](http://www.511tactical.com). Connect with 5.11 Tactical on [Facebook](#), #511tactical, Twitter [@511Tactical](#) and on Instagram [@511Tactical](#).

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