



Cabela's Gives Back during NRA Weekend

*New co-branded gift card supports NRA youth initiatives
Members to receive discounts, free shipping*

Sidney, Neb. (Vocus) January 27, 2010 -- [Cabela's](#) will host an NRA Weekend, February 5-7, offering exclusive discounts and specials to members of the National Rifle Association. During the event, customer donations to the Cabela's Add-A-Buck program supporting the Cabela's/NRA Youth Hunter Education Challenge Endowment will be matched by Cabela's (up to \$35,000). The World's Foremost Outfitter will also introduce a new NRA co-branded Cabela's Gift Card, which will return 5 percent of the proceeds to the endowment. NRA membership staff recruiters will be on hand at all 29 Cabela's U.S. retail locations to sign up new members and renew current memberships. The store will also host seminars and product demonstrations.

"I'm proud to introduce the new co-branded gift card, strengthening Cabela's relationship with the National Rifle Association," said Tommy Millner, CEO of Cabela's. "Through this new program, and our successful Cabela's Add-A-Buck promotion, we're able to support youth initiatives and introduce a new generation of hunters to the outdoors."

By using the coupon appearing in the January/February 2010 issues of the NRA Official Journals member magazines, NRA members will receive 10 percent off all purchases (with some exclusions) made at Cabela's retail stores during the three-day event. Customers who sign up or renew their NRA membership on-site will be presented with a 10 percent off coupon to be used that weekend. Members will also receive free shipping on orders of \$50 or more when they shop online at www.cabelas.com] and through [Cabela's](#) call centers with the free shipping code on their coupons.

"The NRA and its members share Cabela's heritage in hunting and the shooting sports and are instrumental in protecting and preserving the sporting tradition," said Millner. "Offering NRA members a special shopping weekend at Cabela's is our way of saying thank you."

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Online Web 2.0 Version

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