



HENRY REPEATING ARMS
107 W Coleman Street, Rice Lake, WI 54868

FOR IMMEDIATE RELEASE
DATE TBD

Contact: Dan Clayton-Luce
dan@henryusa.com
(919) 818-2052

Henry Repeating Arms Donates Over \$1 Million for Silver Anniversary

Gunmaker's charitable branch, Guns for Great Causes, aims to give back and balance the narrative about firearm manufacturers

RICE LAKE, Wis., DATE TBD – Last year, Henry Repeating Arms Founder & CEO Anthony Imperato pledged to donate \$1 million through its [Guns for Great Causes](#) charitable arm to celebrate the company's twenty-fifth year in business. Today, Henry Repeating Arms, one of the country's leading firearms manufacturers and a world leader in the lever action category, is proud to announce its fully honored pledge, with over 30 different organizations receiving donations totaling \$1,037,500 since June 2022.

"I am most proud of being able to look back on the last twenty-five years of business and say with conviction that we were able to make a positive difference in the lives of others," Imperato said. "More often than not, our industry is vilified and left with a perpetual black eye by the media. We, however, are determined to continue leading the charge in counteracting that narrative by showing how much positive impact we have as responsible corporate citizens."

The primary focus of the company's Guns for Great Causes initiative is pediatric cancer care, which it addressed with over \$200,000 in donations. In addition, Henry Repeating Arms manages an ongoing program to provide financial relief to individual families of sick children going through treatments by creating, donating, and selling limited edition runs of custom engraved rifles and presenting the family with 100% of the sales. This program recently raised over \$40,000 for the family of 14-year-old Jack Troxel of Vancouver, Washington, who was diagnosed with brain cancer.

Military veteran organizations received a total of \$375,000 from the silver anniversary campaign, including the nation's largest, like the American Legion and Veterans of Foreign Wars, and those specifically providing aid to the wounded and families of the fallen, like Disabled American Veterans, Building Homes for Heroes, and the Tunnel to Towers Foundation. In addition, charities benefiting law enforcement, first responders, and their families received \$225,000, including the Border Patrol Foundation, National Fallen Firefighters Foundation, and the First Responder's Children's Foundation.

Henry Repeating Arms also continued its support for some of the country's most impactful wildlife and habitat conservation groups like the National Wild Turkey Federation, Rocky Mountain Elk

Foundation, Ducks Unlimited, Pheasants Forever, and Quail Forever with a total of \$100,000 to assist with their efforts in conserving land and preserving access for future generations of hunters to enjoy.

Second Amendment rights advocacy groups, those working to preserve and promote America's shooting sports heritage, and programs responsible for teaching firearm safety and responsible ownership received a total of \$130,000.

For a complete list of beneficiaries from Henry Repeating Arms' 25th-anniversary donations, visit henryusa.com/25-year-anniversary. To learn more about the company and its catalog of more than 200 models, visit henryusa.com.

###

About Henry Repeating Arms:

Henry Repeating Arms is one of the leading firearm manufacturers in the United States and a world leader in the lever action category. The company motto is "Made in America, or not made at all," and its firearms come with a lifetime guarantee backed by award-winning customer service. The company is also known for its Guns for Great Causes charitable program, which focuses on assisting the families of sick children, children's hospitals, military veteran organizations, law enforcement and first responder groups, Second Amendment advocacy groups, and wildlife conservation organizations. The company currently employs over 600 people and has over 350,000sf of manufacturing space in its Wisconsin and New Jersey facilities. The company is named in honor of Benjamin Tyler Henry, who invented and patented the Henry lever action rifle in 1860 – the first practical repeating rifle and America's unique contribution to the international stage of firearms design. Visit Henry Repeating Arms online at henryusa.com, on Facebook at facebook.com/HenryRepeating, and @henry_rifles on Instagram.

PHOTO CAPTION(S)

Henry-Imperato.jpg

Henry Repeating Arms Founder and CEO Anthony Imperato displays a Henry American Eagle lever action rifle in the company's Bayonne, New Jersey manufacturing plant. (Photo/Michael Ives)