



FOR IMMEDIATE RELEASE

March 14, 2011

Media Contact:

Analisa Malec

LKN Media

pr@lknmedia.com

704-662-9991

Highly Anticipated Revolutionary Shooting Sports Complex to Open in Mooresville, NC Point Blank Range Anticipates Positive Impact to Local Economy

Mooresville, NC - - Point Blank Range, scheduled to open this Spring, will unveil one of the most innovative approaches to the indoor shooting range arena ever experienced. Point Blank Range will combine the most advanced targeting and training technologies with sophisticated comfort concepts and a superior retail shopping experience to create the ultimate indoor shooting facility. Mooresville residents and owners, Jim Litsey and Dave Driscoll, anticipate Point Blank Range will also provide a beneficial boost to the local economy.

“The Firearms and Ammunition Industry is an important part of our economy,” says Point Blank Range General Manager, Dave Driscoll. “Our nation’s hunters and recreational shooters spend \$24.7 billion annually on equipment, including firearms, ammunition, clothing, reloading equipment, optics and accessories.”

According to the 2010 Firearms & Ammunition Industry Impact Report, the industry created over 183,000 jobs nationwide. “Over 4500 of those jobs were created in North Carolina alone, making this industry one of the bright spots in this economy,” says Driscoll.

The Point Blank Range facility will contain fifteen 25-yard lanes for pistol, rifle and shotgun use, featuring a cutting edge targeting system, programmable for advanced courses of fire. Training courses, staffed by NRA Certified instructors, will provide practical instruction at all ability levels. The 3500 sq. ft. firearms pro shop will stock an extensive collection of the most sought-after hand guns, modern sporting rifles and personal defense shotguns, as well as ammunition, optics and other firearms accessories. “Handgun and rifle range rentals will also be available making Point Blank Range the only place in our area where you can try before you buy,” cites Driscoll.

Individual, family and corporate memberships plans will be offered to customers and the facility will also be the home of Patriot Gun Club. This club will offer all the advantages of a private gun club, including after-hours access, private lounge, gun storage, private lockers, a business center, and a comfortable viewing area to watch shooters in the range. Membership in Patriot Gun Club will require all applicants to pass a law enforcement background check and safety and shooting proficiency qualifications.

Point Blank Range, located at 743 River Highway (Highway 150) in Mooresville, NC, is a licensed “Class 3” firearms dealer. Point Blank Range is committed to providing the Lake Norman area with a new and exciting, unparalleled shooting sports experience, dedicated to American ideals, personal defense and family entertainment. For More information please visit their website at www.PointBlankRange.com.

Point Blank Range
743 River Highway Mooresville NC 28117
704-230-0262