



**FOR IMMEDIATE RELEASE**  
**March 5, 2012**

Media Contact:  
Analisa Malec  
LKN Media  
[analisa@lknmedia.com](mailto:analisa@lknmedia.com)  
704-402-4300

## **Point Blank Range Programs Target Women**

### **New League Aims to Inspire Women to Participate in Shooting Sports with Confidence**

Mooresville, NC -- Point Blank Range today announced new programs designed to introduce Lake Norman area women to shooting sports in a fun and empowering way. According to Point Blank Range the path to gun ownership for women though shooting sports is a far more positive and effective way to acquire many of the same skills needed in self-defense.

General Manager, Dave Driscoll states, "We are passionate about bringing women to shooting sports the right way. Many are often introduced to gun ownership out of fear, but this doesn't need to be the case. By creating a fun and safe environment in which to learn, combined with well-structured programs, competitions and quality instruction from experienced NRA Certified instructors, women can obtain and improve their gun handling skills with far greater motivation, confidence and sense of accomplishment."

Point Blank Range is now offering Women on Target – a version of the Winchester/NRA Marksmanship Qualification Program specifically designed for women. The program is an informal, self-paced, fun way for women to develop and improve their shooting skills. The courses of fire in the qualification program are designed to take shooters from beginner skill levels all the way up to a nationally recognized skill level -- Distinguished Expert -- the pinnacle of the program. By the time a shooter completes the Distinguished Expert rating, she has attained a proficiency level paralleling that of a competitively classified Sharpshooter.

Point Blank Range customer, Rena O'Connell had not held a gun in 30 years and is now taking aim at the NRA's Distinguished Expert designation. "I had been shooting for a few weeks, the staff was always so helpful in showing me new techniques and giving me suggestions about my shooting but it was difficult to quantify whether my skills were improving. When they told me about Women on Target it sounded like exactly what I was looking for - a way to test my skills and measure my progress."

The Women on Target league officially begins this month and will take place on Thursday from 7:30 – 9:30 pm. Thursdays are also host to Ladies Day at the Range. Whether an experienced shooter or brand new to the sport, women are invited to come to the range for excitement, empowerment and target practice on Thursdays. In addition, Point Blank Range offers personal instruction from seasoned, highly qualified instructors who have had great success in helping women become familiar and confident with their firearms. Says O'Connell, "A great date night for me now is no longer dinner and a movie but dinner and shooting. I credit Point Blank Range for my enjoyable addiction to shooting."

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

Dedicated to American ideals, personal safety and family values, Point Blank Range is committed to providing the Lake Norman area with an unparalleled shooting sports experience. The facility contains fifteen 25-yard lanes for pistol, rifle and shotgun use, featuring a cutting edge targeting system. A licensed "Class 3" firearms dealer, Point Blank Range stocks an impressive collection of the most sought-after hand-guns, modern sporting rifles and personal defense shotguns, as well as ammunition, optics and other accessories. Point Blank Range is also the home of Patriot Gun Club and **Shooting After Dark™** - an exclusive after-hours access program for Club members. For more information on memberships, training and corporate events please visit [www.PointBlankRange.com](http://www.PointBlankRange.com).

[LKN Media, Inc.](#) is a full service marketing company providing a comprehensive suite of marketing and advertising solutions to Charlotte-area businesses. From logo and website design, public relations and event marketing, to printing and direct mail services, LKN Media provides innovative strategies to help businesses attract, gain and retain customers.

###