

Winchester Ammunition announces its continued alignment with the ATA as the official ammunition for the organization.



Winchester® and White Flyer Renew as Official Ammunition and Target of the ATA



EAST ALTON, IL (November 20, 2023) — Winchester Ammunition announces its continued alignment with the Amateur Trapshooting Association (ATA) as the official ammunition for the organization. In addition, White Flyer Targets, which was officially acquired by Winchester in October 2023, will continue as the official target of the ATA.

“Through our combined expertise in offering our legendary AA target shotshell ammunition and premium clay targets, Winchester and White Flyer are committed to the continued growth of the shooting sports through direct promotion of the sport and organizations such as the ATA,” said Jason Gilbertson, Director of Marketing for Winchester Ammunition.

To learn more about the ATA and upcoming events visit www.shootata.com.

To learn more about Winchester and the legendary AA® shotshells or White

Flyer Targets and the events they will supporting this year, please visit www.winchester.com or follow Winchester on social media. [Facebook](#), [Instagram](#), [Twitter \(X\)](#), [YouTube](#).

About ATA

The ATA serves as the faithful protector of trapshooting and its mission is to promote and oversee the sport throughout the world. Established in 1899, the ATA is the oldest and the largest clay target shooting organization in the world. This non-profit organization governs the sport's rules and regulations. In addition, the ATA actively seeks ways to further enhance the sport and increase participation. Annually, ATA members participate in 6,000 plus registered tournaments and shoot at more than 60 million targets. The ATA encompasses an official youth program, as well. AIM, representing Academic, Integrity, and Marksmanship, serves to provide a safe and positive experience with firearms and registered trapshooting for youth members. The AIM program gives \$45,000 in scholarships every year.

About Winchester Ammunition

Winchester is the largest small caliber ammunition enterprise in the world and the leader in delivering innovative ammunition products to hunters, sport shooters, law enforcement and the U.S. Warfighter. The 157-year-old Winchester brand is built on integrity, hard work and a deep focus on its loyal customers. Learn more about Winchester by visiting Winchester.com or connecting with us on Facebook at Facebook.com/WinchesterOfficial.

About White Flyer Targets

White Flyer Targets serves more shooting sports participants and gun clubs than any other target manufacturer in the world. Utilizing state of the art

production methods, White Flyer Targets continues to make technical advances that allow it to maintain its position as the best target on the market. The 131-year-old White Flyer brand is built on the commitment to produce the best clay target possible and deliver a consistent, quality product that exceeds customer needs. Learn more about White Flyer Targets by visiting whiteflyer.com or connecting with us on [Facebook](#).

Winchester: Committed to Safe, Legal and Responsible Firearm Use

As a global leader in the shooting sports and hunting industry, and a brand of 157 years, Winchester is committed to safe, legal and responsible firearm use. Winchester works with key groups like the National Shooting Sports Foundation on a variety of topics important to our industry, including training and education, and on specific programs such as Gun Owners Care and Project ChildSafe. Winchester will continue to support programs, organizations and individuals who promote hunting and shooting sports activities in a positive and responsible environment. Any use of firearms by youth participants should be done under the direct supervision of a parent, guardian or other responsible adult.

About Gun Owners Care

Gun owners care. You care about safety. You care about preventing unauthorized access to firearms. You care about bettering your community, helping those in need, and conserving wildlife and wild places for generations to come. It's time for gun owners to tell their stories and to show how they're making a difference. NSSF®, the trade association for the firearms industry, has established the Gun Owners Care campaign to unite gun owners and the firearms industry in this common cause. Visit gunownerscare.org for more information.