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## FOR IMMEDIATE RELEASE

**Legendary Whitetails Pledges \$1 Million to Help Cover Hunting License Costs**  
*Online clothing company invites white-tailed deer hunters nationwide to “Hunt on Us” with a \$25 license giveback.*

SLINGER, Wis. (Sept. 18, 2018) – [Legendary Whitetails](#), an American clothing company for white-tailed deer hunters and their families, celebrates the hunt and its heritage this season with a \$1 million investment to promote hunting.

The online retailer brand kicks off its “Hunt on Us” campaign today, a two-month awareness initiative designed to help curb individual hunting costs and promote hunting nationwide. Legendary Whitetails is offering to offset up to \$1 million of deer hunting license costs across the United States. Deer hunting license purchasers are now eligible to submit their license to Legendary Whitetails online at [huntonus.com](#), in exchange for \$25 to spend at [legendarywhitetails.com](#)

“Like most passions, hunting is an investment,” said Greg Huffman, President of Legendary Whitetails. “Today’s hunters are spending upwards of \$2,000<sup>1</sup> every year on hunting. While license costs are only a small piece of that, license sales are a major component of the state’s conservation budget. With urban sprawl and an aging population eroding hunting participation, the “Hunt on Us” campaign is our way of eliminating one small barrier, supporting conservation and connecting with hunters in a more meaningful way. “Hunt on Us” enables hunters to reinvest a sunk cost into something they might need or want this season. Whether they’re treating themselves to new gear or gifting something to a loved one for the holidays, our brand helps hunters take the woods with them, wherever they go.”

Once a license is submitted, the corresponding email addresses will be validated, and the license checked for authenticity. Upon confirmation, customers will be emailed an electronic promo card for use on a subsequent Legendary Whitetails’ purchase. The provided promotional dollars have no purchase restrictions beyond a December 19, 2018 expiration date. With dozens of top items priced at [\\$25 or less](#), there is truly something for everyone. The campaign will conclude on Wednesday, Nov 21, 2018.

The offer is available to all deer hunting license purchasers within the United States. Giveback eligibility is open to both in-state and out-of-state licenses. Individual hunters may submit one (1) license prior to the conclusion of the campaign. Legendary Whitetails will limit the giveback program to \$1 million of promotional value, regardless of the state of submission.

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<sup>1</sup> <https://www.statisticbrain.com/hunting-statistics/> or, 2016 DNR Quick Facts:  
<https://www.census.gov/content/dam/Census/library/visualizations/2016/demo/fhw16-qkfact.pdf>



CELEBRATE THE HUNT.

To learn more, visit [www.huntonus.com](http://www.huntonus.com)

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### **About Legendary Whitetails**

[Legendary Whitetails](http://www.legendarywhitetails.com) is an American clothing company that offers unique casual apparel, gifts and gear for whitetail hunters and their families. Designed for hunting season and the off-season, Legendary Whitetails' collection of high-quality products include men's and women's clothing, kids' apparel, Big and Tall sizes, footwear, home, hunting, and auto products. Established in 1999 by whitetail hunting enthusiast Larry Huffman, the direct-to-consumer retailer outfits hunters to celebrate the hunt. Larry's son and current president, Greg, now leads the family-owned business headquartered in Slinger, Wis. For more information, visit <https://www.legendarywhitetails.com> or connect with the brand on Instagram [@legendarywhitetails](https://www.instagram.com/legendarywhitetails) and Facebook [@LegendaryWhitetails](https://www.facebook.com/LegendaryWhitetails).