**For Immediate Release**

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**Honoring “The Conservation Legacy”**

**of the North American Sportsman**

**MISSOULA, Mont. May XX, 2018)** – The conservation of wildlife and the habitats they depend upon is the reason why Theodore Roosevelt founded the Boone and Crockett Club in 1887. Prestige Imports LLC has partnered with this respected organization to create, produce, and nationally distribute a line of Boone and Crockett Club Whiskies. The Tennessee Straight Bourbon, Straight Rye and American Blended Whiskey are handcrafted in a time-honored heritage that would make the Club’s namesakes, Daniel Boone and Davy Crockett very proud.

Our **Straight Bourbon Whiskey** is 86 Proof, Distilled in Tennessee, aged for two years and Handcrafted. A responsibility to conserve nature and drink responsibly is a responsibility of all citizens.

Our **Straight Rye Whiskey** combines small town, time-honored tradition for a rich and balanced taste at 86 Proof, distilled in Tennessee and aged for two years.

Our **American Blended Whiskey** uses30% Straight Bourbon Whiskey distilled in Tennessee and perfectly blended at 80 Proof. Our whiskey reflects the commitments sportsmen have made for over a century to conserve wild places and wild things.

Roosevelt once said, “There can be no greater issue than that of conservation in the country.” He founded Boone and Crockett as the first organization to address the destruction of America's wildlife natural resources on a national scale. In Roosevelt's day conservation was not a word in the English language. Using some, but saving more for tomorrow was a concept that was counter to the belief that America was the land of opportunity, and that natural resources were in unlimited supply and simply there for the taking.

Of the many accomplishments the Club has contributed a few that stand out are, the establishment of our national forests and the National Forest Service; many national parks, national monuments and the National Park Service; the national wildlife refuge system; the Bureau of Land Management, and U.S. Fish & Wildlife Service; structured hunting seasons and game laws; and the funding mechanisms for conservation including the Federal Duck Stamp and Wildlife Restoration Act (Pittman-Robertson).

The Club is most widely known among sportsmen for its scoring system and as the keeper of the record books of native North American big game, as well as the ethical code of conduct of sportsmen, known as fair chase. Please note, Boone and Crockett Club Whiskey makes a great gift for landowners, friends, family, hunters and anglers all season long. Boone and Crockett Club promotes Fair Chase and Conservation along with enjoying the “Outdoors Responsibly”.

Please visit [www.booneandcrockettwhiskey.com](http://www.boonecrockettwhiskey.com) to learn more about the historical role sportsmen have played in the conservation movement and what you can do to support this legacy of accomplishment.

1. Distributed In Texas, Montana, Illinois, Colorado, Connecticut and New York
2. Retail Rye $44.95 / Bourbon $42.99
3. 750 ML Bottle and 50 ML Display Packs

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