



Immediate Release

RUGER NAMED PRESENTING SPONSOR OF THE PRS RIMFIRE SERIES AND AFFILIATE SPONSOR OF THE 2023 PRECISION RIFLE SERIES

West Bend, WI – Precision Rifle Series (PRS) LLC., the preeminent precision rifle organization in the world, dedicated to the promotion and growth of the sport of competitive precision rifle shooting, is proud to welcome Ruger as the 2023 Presenting Sponsor of the PRS Rimfire Series and as an Affiliate Sponsor of the 2023 Precision Rifle Series Season.

“We are extremely proud to partner with Ruger during the 2023 season! Ruger is a natural fit for the presenting sponsor of the PRS Rimfire Series. We are thrilled to work alongside Ruger, for another season, as the series continues to grow. Their commitment to the sport of precision rifle shooting is fundamental to our progression.” said Ken Wheeler, Director of the PRS. “Ruger has again knocked it out of the park with the Ruger RPR now available in 6mm Creedmoor. This model offers features commonly seen only on custom rifles, but at a fraction of the cost, making it one of the most affordable in the production class. Ruger offers the precision our shooters require at a price point that no one can touch.” Designed in collaboration with PRS Production Division Champion and Team Ruger Captain, Doug Koenig, this rifle builds upon the already competitive Ruger Precision Rifle to deliver a factory-built firearm specifically designed for long-range competition.

Ruger is, without a doubt, a household name in the world of precision rimfire. We are highly honored to have Ruger as the presenting sponsor of the PRS Rimfire Series for the third season in a row. The standard carbine version of the Ruger 10/22 has been in production continuously since 1964, making it one of the most successful rimfire rifle designs in history. The Ruger Precision Rimfire rifle has been a phenomenal addition to the .22 competition scene, bringing the big-gun experience to the rimfire world. We could not imagine a more befitting partner to help foster the growth and development of the rapidly expanding PRS Rimfire Series.

We look forward the 2023 PRS Pro Series Koenig-Ruger Precision Rifle Competition adorned with the picturesque landscape found at the Cameo Shooting and Education Complex in Grand Junction, Colorado. For the 2023 season, Ruger will be right at home as a primary sponsor of the PRS AG Cup series, a series designed for the elite within the PRS competitive shooting community and home to ten of the most prestigious PRS matches in the country.

The PRS also looks forward to working with the Ruger team to successfully leverage the partnership to directly support membership, elevate national pro series competitions, and grow the sport. The PRS will host 40+ of the most renowned national-level precision rifle competitions in the nation, with the 2023 PRS Finale taking place November 3-5th in Medicine Lodge, Kansas at the Twin Peaks Rifle Club, where Ruger will be sponsoring the event.

For more information on the Precision Rifle Series, visit: <https://www.precisionrifleseries.com/>

To learn more about the extensive line of award-winning Ruger firearms, visit Ruger.com or Facebook.com/Ruger. To find accessories for Ruger firearms, visit ShopRuger.com or your local independent retailer of Ruger firearms.

Press Release Contact: Julie Kay

Precision Rifle Series Marketing Director

E-mail: julie@precisionrifleseries.com

Connect with the PRS on Facebook: <https://www.facebook.com/PRS.series>

Precision Rifle Series, LLC

253-370-8058 julie@precisionrifleseries.com 920-517-9557 ken@precisionrifleseries.com
www.precisionrifleseries.com