

**FOR IMMEDIATE RELEASE**

# **1st ANNUAL HOLLYWOOD CELEBRITY ARCHERY SHOOT TO BENEFIT THE NATIONAL ARCHERY IN THE SCHOOLS PROGRAM**

**NOV. 16, Conejo Valley Archers, Simi Valley, CA**

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The exact date when people began shooting archery is debated by academics. Some say that archery began 50,000 years while others maintain that the bow and arrow are only around 10,000 years old. Recent research in South Africa reports finding bows and arrows 65,000 years old.



Archery has evolved from being the weapon that is essential for food and self defense, to being an increasingly popular sport. There were archery events in the Olympics in 1904, 1908 and 1920, but then archery did not become a regular Olympic sport for 52 years, returning in 1972. Today, over 80 nations send archery teams participate in the summer Olympics. Archery promises to be even more important in the 2020 Games.

**Since 1980, the number of archers in the U.S. has gone from 3 million to more than 23 million, and as many as 1/3 of American archers are women.**

One reason that there is dramatic increased interest in archery is the **National Archery in the Schools Program**. Since being founded in 2002 in Kentucky, **NASP®** has involved more than 18 million students in over 14,000 schools in 47 states, nearly all Canadian provinces, and in 10 different other countries including Africa and Australia. Currently, more than 2 million 4th-12th grade kids participate in every year. It's the largest youth archery program in history, and it's growing at 9.3% per year – about 1,000 new schools join every year. And there has never been a serious injury in a **NASP®** event.

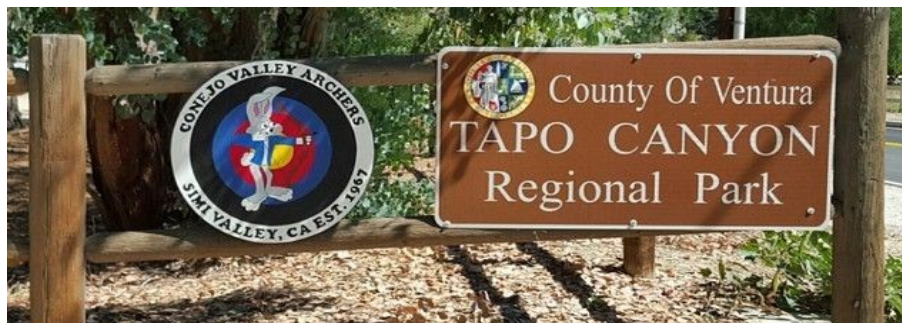
According to a 2017 poll of students participating in NASP®: 58% of students feel more connected at their school; 40% of students work harder in school; 34% buy non-NASP® bows; 17.5% bow hunt and another 34% want to but haven't yet; and 20%+ hunt with firearms or want to.



NASP® is definitely one factor in the phenomenal growth of archery, but another is that we are living in the Information Age, and many heroic archers are appearing in TV and films. According to the Archery Trade Association, a big boost for women in archery came in 1999 when Oscar-winning actress Geena Davis became a semi-finalist for making the U.S. Olympic archery team. Davis says she was inspired to take up the sport by watching Olympic archers on TV. See Geena in action at this [fun video](#).

A [second major increase in women archers](#) took place when the “Hunger Games” series starring Jennifer Lawrence, and “Lord of the Rings,” and “Brave” were on the big screens. USA Archery membership increased by 48% after “Hunger Games” was released.

**On November 16, 2019, the First Annual Hollywood Celebrity Archery Shoot will be held at Conejo Valley Archers in Simi Valley, CA.**  
<https://www.cvarchers.com/> It will unite NASP and Hollywood directly.



**This event will involve teams of celebrities, NASP archers, and supporting archers competing for prizes donated by the archery industry and others. Breakfast and lunch for archers will be free of charge.**

**Celeb archers participating in this event, include: actors Marshall and Lindy Teague, Tim Abell, Frank Stallone, Reggie Theus, Diamond Farnsworth (stunt coordinator for “NCIS”), Dr. James A Swan, and Dr. Ron Ringo; producer/directors Tom Greene and Johnny St. Ours; Fox TV wellness expert Dr. Tony O’Donnell; pro archer Dave Gore; and outdoor TV show leads Jerry Karnow, Mike Rogers and Jason Sveitch.**

**To participate in this event, Supporting Archers will pay a \$200 fee before November 5. After that the fee is \$250 fee each supporting archer. These monies will go to help support **NASP®**.**

### **What can archers win at this event?**

The Weatherby Foundation has provided a grant to help cover the basic costs. Genesis Archery, Morrell Targets, Rinehart Targets, and Archery Focus magazine are among the sponsors.

One example of awards is: Genesis Bow Awards, [www.genesisbow.com](http://www.genesisbow.com) will be:

GENESIS BOWS -- Genesis Original Kits -- Genesis Gen-X Kits -- Genesis "Bow Choice Certificate" -- each valued at over \$300.

Mathews "Bow Choice Certificate" (This is a \$1,100 value)

BRANDED GEAR --Richardson 112 Branded Patch Hats (new item, not found on website) and Genesis Decals

**Other prizes include:** six boxes of Easton Arrows; a Bear Archery Cruzar Lite RTH Compound Bow Package valued at \$300; Rinehart and Morrell Archery Targets; rests for Genesis bows from Pine Valley Archery; free online subscriptions for Archery Focus magazine; two hand-crafted knives by legendary Hollywood knife-maker Chuck Stapel; boxes of fishing flies; and hand-carved wooden duck decoys.

**SUPPORTING ARCHERS SHOULD SEND THEIR REGISTRATIONS TO:  
SNOW GOOSE PRODUCTIONS, P.O. Box 44426, Rio Rancho, NM 87174.**

**FOR MORE DETAILS, SEE THE HCAS WEBSITE:**

**<http://www.jamesswan.com/hwcelebarcheryshoot/>**

**And: <https://www.archerybusiness.com/building-bridges-between-hollywood-and-archery>**