

PRESS RELEASE



September 22, 2018

CHICAGO - Second Amendment Organization is pleased to announce that Rob Pincus has joined our Board of Directors and has accepted the role of Executive Vice President.

Rob brings over twenty years of experience in the Gun Industry and a lifetime as a shooter. Rob is one of the industry's most vocal leaders. He is both an advocate and an educator. His work with United States Concealed Carry Association, National Rifle Association, National Shooting Sports Foundation, Second Amendment Foundation, Personal Defense Network, I.C.E. Training Company and countless other Pro-Gun-Rights Organizations has influenced millions of American Gun Owners. He has frequently spoken on behalf of responsible gun owners in national and international media. His views are sometimes controversial and often confrontational as he has combated ignorance and negligence around firearms and firearms rights. He understands the need for an assertive, inclusive and rational gun rights organization.

The Second Amendment Organization was founded on a response to the cultural shift that occurred in the US after the vicious killings at Sandy Hook. After that tragedy, an unprecedented number of large corporations, international companies and local business began declaring themselves and their locations as Anti-Gun or "Gun Free Zones". A few people stood up in opposition to that movement and declared their businesses as Gun Friendly... one of those business was mine. In the wake of that decision, I received a great deal of media attention and was soon joined by other businesses around the county. I saw an opportunity to motivate and celebrate the message of Support for the Second Amendment from businesses outside of the gun industry in a way that had never been done before. I was joined by a few like-minded individuals and started 2AO as a non-profit. Within a few years, we established chapters in over 20 states and had well over 250,000 Businesses Committed to our cause.

Under Rob's leadership, 2AO plans to expand our efforts and activities. Our Mission is now three fold:

- 1. To promote a Pro-Second Amendment Attitude in businesses across the United States.**
- 2. To support and educate Grassroots Second Amendment Advocates around the country dealing with issues at the State and Local Levels.**
- 3. To combat Gun Negligence in all forms inside of the community of American Gun Owners.**

Our Board has had the utmost respect for Rob Pincus' work over many years. We are honored to have him join us and we look forward to working with him to accomplish our goals.

Bryan Crosswhite
President & Founder
Second Amendment Organization

#####

2AO is a grassroots Second Amendment advocacy and education organization with a focus on all shooters and firearm owners and pro 2nd Amendment businesses in America. Second Amendment Organization (2AO LLC) is a registered 501c3, founded in Washington DC and headquartered in San Antonio, Texas.

For Media Inquiries – media@2ao.org

www.2ao.org