**SHOT SHOW 2019 MEDIA ALERT**

**Former Colt CEO Gerry Dinkel at ZORE Booth #450**

*Dinkel Serves as an Executive Advisor to the Revolutionary Gun Lock Company*

**WHAT:** Gerry Dinkel, who served previously as Colt’s CEO, has joined the ZORE Team as an Executive Advisor and will be available for media interviews at ZORE’s booth #450. A seasoned executive in the defense industry, Mr. Dinkel has nearly three decades of experience leading and advising firearms, defense, intelligence and government-related companies and will be available to answer questions and discuss ZORE in the context new technologies in the gun industry.

**WHEN:** Mr. Dinkel is available for scheduled interviews and will be at ZORE’s booth #450 throughout SHOT Show (Jan 22-25)

**WHERE:** Level 1, Booth #450 – Sands Convention Center

**SCHEDULING:** To schedule an interview with Mr. Dinkel – please be in touch with ZORE’s Communications Director, Eytan Morgenstern (eytanm@zore.life or +972-58-420-3782)