**FOR IMMEDIATE RELEASE**

**SHOOTER’S CHOICE ANNOUNCES NEW PRODUCTS FOR 2019**

**Lyons Falls, NY:** Shooter’s Choice is pleased to announce its new products for 2019. These products will debut at the Otis/Shooter’s Choice booth at the 2019 SHOT Show.

Shooter’s Choice has traditionally offered a complete line of cleaners, lubricants and protectants. New this year is a comprehensive line of cleaning kits and accessories. The **Shooter’s Choice Cleaning Kits** are available in nine configurations for rifles, pistols and shotguns. They include brass rod sections, brushes, mops, jags, patches, all-purpose brush and FP-10 Lubricant Elite®. These single caliber cleaning kits provide all the tools necessary to keep your firearm operating smoothly. Starting retail price is $24.99.

Also new for Shooter’s Choice is **36” Solid Cleaning Rods**. These cleaning rods are available in brass, stainless steel and coated stainless steel. These rods are designed for cleaning .22 caliber and larger firearms. They feature a full size handle for improved grip and easy cleaning. These cleaning rods start out at $27.99.

Shooter’s Choice now offers **bore brushes, bore mops, pierce point jags and 100% cotton square patches** to complement their new cleaning kits and solid rods. The bore brushes have a tight twist and bristle fill for a superior clean. The bore mops feature densely packed cotton for a precise clean that hugs the rifling. The solid brass pierce point jags won’t scratch or damage your firearm and the shotgun jags feature a unique two-piece design and felt disk for added cleaning. The 100% cotton patches are available in 1”x1”, 2.5”x2.5” and 3”x3”.

To complete the offering, Shooter’s Choice also offers a **Universal Bore Guide**. The bore guide helps align your cleaning rod in the barrel and features a built-in solvent port. It is designed for most centerfire and bolt-action rifles and also includes a collar for MSR/AR style rifles.

Every firearm owner needs a multipurpose gun towel and Shooter’s Choice offers its **microfiber gun towel** in a three pack. Great for cleaning a variety of surfaces and recommended for firearms, knives and more.

Shooter’s Choice has spent the last 30 years carefully formulating products that perform and provide the very best care for firearms. The line of cleaners, lubricants and protectants is used by professionals and amateurs alike – from target shooters to hunters, armorers and law enforcement and military personnel. Shooter’s Choice. *The Gun Care Professionals.*

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