



Walk the Talk America
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FOR IMMEDIATE RELEASE

Walk the Talk America Thanks Camfour for Generous Support Through a Fundraising Raffle at their Annual Trade Show

The donation will assist in WTTA's important work in raising awareness and working to remove misunderstandings around mental health and firearms.



Las Vegas, Nev. (January 2025) – [Walk the Talk America](http://WalktheTalkAmerica.org) (WTTA), a non-profit organization dedicated to bridging the gap between mental health and responsible firearm ownership, thanks [Camfour](http://Camfour.com) for hosting a fundraising raffle during its 2025 annual trade show, which was held Jan. 4 – 5 at the New Orleans Marriott. \$10,000 was raised at the show, which will directly support WTTA's mission to bridge the gap between mental health and responsible firearm ownership, promoting education and cultural change to reduce negative outcomes from firearms.

The annual trade show brought together industry leaders, dealers, and partners for two days of networking, exclusive deals, and camaraderie in the heart of the Big Easy.

Camfour's CEO, Brandon Roper, touched on the importance of the fundraiser, "Michael's tireless pursuit of bridging the gap between mental health and safe firearms ownership is exactly what we need more of in our industry, and I was excited not only to help provide Michael a fundraising opportunity but also

to share the importance of the work he is doing. I'm thrilled with the vendors who graciously donated and dealers and employees who supported the raffle."

The following companies donated items that led to the success:

- Glock
- Springfield
- Mossberg
- Smith and Wesson
- Taurus
- Banish
- Swampfox
- Winchester

TALO Distributors, of which Camfour is a proud member, also contributed to the fundraiser's success.

"We at TALO have been in talks with WTTA about ways to help spread the word and raise funds for their mission. We are hopeful this is the first step of a successful future partnership and are glad to partner with our vendors and members to help such a worthy cause," said Kane Cannedy, President & Executive Director of TALO Distributors.

WTTA was honored to have a table at the event, and the funds raised through the raffle will significantly contribute to providing mental health education, training, and resources tailored to the firearms community. Camfour's ongoing support underscores its commitment to fostering positive change within the industry.

"I was excited when Brandon approached me with the idea of this fundraising opportunity and ecstatic that the attendees supported our mission," said Michael Sodini, Founder of WTTA. "Their generosity and support help us continue our mission of saving lives and changing perceptions about mental health in the firearms community."

As Camfour celebrates over 70 years as a national wholesaler of firearms, ammunition, and accessories, its commitment to innovation, community, and industry leadership is evident. WTTA applauds their dedication and looks forward to future partnerships.

To learn more about Camfour, visit www.camfour.com or call 1-800-FIREARM.

For more information about Walk the Talk America and how you can support their mission, visit www.walkthetalkamerica.org.

About Walk the Talk America:

Walk the Talk America is a non-profit 501(c)(3) dedicated to bridging the gap between mental health and responsible gun ownership. Its mission is to enhance the perception of mental health among gun owners while elevating the standard of mental health care within this community. WTTA is uniquely positioned as an organization that integrates the wisdom of gun-owning mental health professionals, offering innovative solutions derived from real-world experiences.

About Camfour:

Established in 1952 as an outdoor products distribution business in Massachusetts, Camfour, Inc. is a major distributor of firearms and ammunition to independent retail sporting goods stores and firearms dealers in the U.S. The company operates out of two facilities in Westfield, MA, and Pflugerville, TX.

www.camfour.com

