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## Shell Shock Technologies Announces Inaugural Legends and Heroes Shootout to Benefit Veterans and First Responders

*MLB Stars, celebrities, and veterans unite for two days of shooting and golfing from April 27 – 28, 2025, to raise funds for K9 Heroes 4 Heroes and the NRA.*

Eubank, KY (February 2025) – [Shell Shock Technologies](http://www.shellshocktech.com), LLC.

(SST), a leading innovator in the ammunition industry, is proud to announce the [1<sup>st</sup> Annual Legends and Heroes Shootout](#), a premier two-day charity event dedicated to supporting veterans and first responders. Taking place on April 27 – 28, 2025, this unique event will bring together MLB stars, celebrities, industry leaders, and veterans for an unforgettable experience of camaraderie, competition, and giving back. All net proceeds from the event will benefit [K9 Heroes 4 Heroes](#), which provides service dogs to veterans and first responders at no cost, and the [NRA](#), offering mental health services, career transition assistance, and critical resources to veterans and their families.



“At Shell Shock Technologies, we believe in honoring those who have served our country. The Legends and Heroes Shootout is more than just a golf and shooting event – it’s a way to give back to the brave men and women who have sacrificed for our freedoms. We are excited to bring together top-tier athletes, firearms industry professionals, and the community to support this meaningful cause,” commented [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies.

The Legends and Heroes Shootout will feature two days of exciting activities, starting on April 27, 2025, with the Range Day. Taking place at [Markham Park Shooting Range](#) in Sunrise, Florida, from 10 am to 3 pm, participants will have the opportunity to engage in dynamic shooting competitions using Shell Tech’s cutting-edge precision [pistol and rifle ammunition](#). Instruction will be led by Jake Holt, a well-known firearms social media influencer from [Regional Operations](#). [Desert Tech](#), a Shooting Range Event Partner, will be providing a rifle demonstration featuring its latest innovative and custom weaponry. Competition prizes will be awarded from [Four Brothers Custom Gun Holsters](#) and [Heritage Distilling Company](#). The overall winner of the shooting competition will win

the Grand Prize which is an automatic entry into the [NRA World Shooting Championship](#), where over 500 of the world's top shooters compete for cash and prizes totaling over \$250,000.

The second day, April 28, 2025, focuses on the charity golf tournament at [The Club at Weston Hills](#) in Weston, Florida. This tournament will feature a scramble-style format with multiple contests and challenges, including four separate hole-in-one contests with total prizes valued at \$55,000, and a unique AR-15-style golf ball launcher experience. Participants can use this innovative launcher to tee off on a select Par 4, adding something different to the competition. The tournament will conclude with an outdoor grill lunch, an open bar, and an awards ceremony as well as an online auction to feature exclusive memorabilia and sponsor-donated items. There will also be a Whiskey Tasting featuring Service to America SALUTE™: War Dogs™ Edition, Kentucky Straight Bourbon Whiskey by Heritage Distilling Co. Inc. This "Whiskey That Honors the Worthy"™, aged 5-years (35 in dog years) and bottled at 98.6 proof, honors our US Military Working Dogs.

A lineup of renowned athletes and celebrities have come together to support the mission of assisting veterans and first responders. Whether by attending the event in person or donating exclusive memorabilia, these generous individuals are committed to making a difference:

- Adrian Beltre – MLB Hall of Famer
- Raul Ibanez – World Series Champion
- Jayson Werth – World Series Champion
- Placido Polanco – MLB Gold Glove Winner
- Albert Pujols – Two-Time World Series Champion & Three-Time MVP
- Max Scherzer – Three-Time Cy Young Award Winner & World Series Champion
- DJ Irie – Internationally Recognized DJ and Philanthropist

Their participation not only enhances the event's prestige but also helps raise vital funds for those who have dedicated their lives to protecting our freedoms.

Sponsorship opportunities are available, offering high-impact brand exposure and networking opportunities, from Gold to Premier level, as well as several Golf Specific Sponsorship options. For those interested in participating, more information can be found [here](#). For more information about sponsorship opportunities, participant registration, or general inquiries, please contact [Foss](#) at [peter@shellshocktech.com](mailto:peter@shellshocktech.com).

Keep up with Shell Tech's advanced ammunition on the [website](#) and social media platforms: [Facebook](#), [Instagram](#), and [YouTube](#).

#### **About Shell Shock Technologies and Shell Tech Ammo:**

[Shell Shock Technologies, LLC](#) (SST), headquartered in Eubank, Kentucky, is a leading innovator in advanced ammunition case design and manufacturing. Since 2015, Shell Shock has supplied hundreds of millions of high-performance cases to commercial ammunition companies, U.S. defense contractors, and international defense allies. The company's patented, lightweight, and durable cases are engineered to enhance precision, reliability, and functionality across a variety of applications. Expanding on this legacy, Shell Shock introduced Shell Tech, a new line of factory-loaded, hand-inspected ammunition designed for hunters, sports shooters, and defense

professionals. Produced at our Calhoun, Georgia facility, Shell Tech ammo brings unmatched quality, accuracy, and consistency directly to consumers.

Committed to ongoing innovation, Shell Shock's engineers continually develop advanced materials and processes, including pioneering lightweight ammunition links for belt-fed machine guns. With a focus on performance, dependability, and customer satisfaction, Shell Shock and Shell Tech set a new standard in ammunition technology.

For more information, please visit [www.shellshocktechnologies.com](http://www.shellshocktechnologies.com) or follow us on Instagram at [@shellshocktech](https://www.instagram.com/shellshocktech).