



Shell Shock Technologies, LLC
90 Gats Way
Eubank, KY 42587
www.shellshocktech.com
Peter@shellshocktech.com

PR Contact :
Laura Burgess Marketing
P: 603-438-9052
ashley@lauraburgess.com

FOR IMMEDIATE RELEASE

Shell Shock Technologies to Host Unforgettable Networking Experiences During Legends and Heroes Shootout Charity Event

Industry leaders, veterans, and sports legends to connect over cocktails, competition, and camaraderie in Sunrise and Weston, Florida, this April 27 – 28, 2025.



Eubank, KY (April 2025) – [Shell Shock Technologies](http://www.shellshocktech.com), LLC. (SST), a leading innovator in the ammunition industry, is proud to announce the incredible networking opportunities that await attendees of the upcoming [Legends and Heroes Shootout](#), taking place April 27 – 28, 2025, in Sunrise and Weston, Florida. From the excitement of range day to the friendly competition of a charity golf tournament, this two-day experience offers far more than shooting and golf – it is a chance to connect, collaborate, and create lasting memories with some of the most dynamic figures in the outdoor, firearms, and sports communities. All proceeds from the charity event will benefit [K9 Heroes 4 Heroes](#), which provides service dogs to veterans and first responders

at no cost, and the [NRA](#), which offers mental health services, career transition assistance, and critical resources to veterans and their families.

“At the heart of this event is our mission to give back—raising funds to support incredible charities that serve our veterans, first responders, and their families,” commented [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “But what makes this weekend truly special is the community it brings together. Whether you're a firearms enthusiast, an MLB legend, or a veteran, you'll walk away with not just great memories—but lasting connections that continue long after the last shot or putt.”

Festivities kick off Sunday evening, April 27, with an exclusive cocktail party at the AC Lounge, located in the lobby of the AC Hotel at Sawgrass Mills in Sunrise, Florida. Sponsored by [USI Insurance Services](#), the cocktail event begins at 5:30 pm. This private event for registered participants will feature handcrafted cocktails, live music, and gourmet appetizers. It's the perfect way to relax after the Range Day experience and mingle with fellow attendees.

Monday, April 28 shifts the action to The Club at Weston Hills for the charity golf tournament – complete with a scramble-style format, on-course contests, and even an AR-15-style golf ball launcher. As the tournament wraps ups, guests will gather for an outdoor grill lunch and awards ceremony, enjoy an open bar, and raise a glass

during the Service to America SALUTE™: War Dogs™ Edition whiskey tasting, featuring a 5-year-aged, 98.6-proof bourbon from Heritage Distilling Co. Premier-level sponsors will also gain exclusive access to a private meet-and-greet with attending celebrity athletes.

Capping off the celebration is an [online auction](#) filled with signed sports memorabilia from MLB legends, military artwork by Stuart Brown, exclusive experiences, and unique items generously donated by event sponsors. Bidding is currently open and will close on April 28.

[Registration is now open](#) for this charity event. Join us for the Range Day on April 27 for just \$50, the golf tournament on April 28 for \$245, or experience both premier events for only \$295. If you would like to make a donation to the charity, explore sponsorship opportunities, or donate an item to be included in the online auction, please contact [Foss](#) at peter@shellshocktech.com.

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

About the Legends and Heroes Shootout:

The Legends and Heroes Shoutout 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 featuring 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.

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 or follow us on Instagram at [@shellshocktech](https://www.instagram.com/shellshocktech).