



FOR IMMEDIATE RELEASE

Walk the Talk America
Media Contact: Michael Sodini
michael@walkthetalkamerica.org
P: 424-444-9882 (WTTA)
wttta.org

Walk the Talk America Expands Safe Storage Impact Through New Partnerships with Cannon Safe and GunVault

Las Vegas, Nev. (June 2025) – [Walk The Talk America](http://WalkTheTalkAmerica.org) (WTTA), a national non-profit organization dedicated to bridging the gap between mental health and responsible firearm ownership, is proud to announce two major collaborations that advance the organization's commitment to responsible firearm ownership and suicide prevention. [Cannon Security Products](http://CannonSecurityProducts.com), through its leading brands [Cannon Safe](http://CannonSafe.com) and [GunVault](http://GunVault.com), has stepped up as a key partner in WTTA's growing efforts.

WTTA's Kids to Kings project is a mental health youth outreach program focused on the causes and effects of [Complex Trauma & CPTSD](http://ComplexTrauma.org). Cannon Safe has donated a large safe to store firearms when not in use.

In addition, GunVault has launched a [pilot project](http://pilotproject.org) with WTTA and [The Armory Project](http://TheArmoryProject.org) in Louisiana. The initiative equips three licensed firearm retailers (FFLs), [Apocalypse Sports](http://ApocalypseSports.com), [Red River Range](http://RedRiverRange.com), and [The Rustic Renegade](http://TheRusticRenegade.com), with discounted codes for GunVault locking devices, which are being offered to individuals in need, particularly those who cannot otherwise afford a means to store their firearms and prevent unauthorized access.

Launched on May 19, the pilot project reflects a proactive approach to suicide prevention and firearm safety, increasing the accessibility of quality in-home storage options. If successful, this program may expand to more dealers and additional states, supporting WTTA's long-term goal of increasing access to responsible storage devices nationwide.

A promotional graphic for the partnership between The Armory Project and GunVault. At the top, the logos for "THE ARMORY PROJECT" (a shield with a cross) and "GunVault THE ORIGINAL SINCE 1990" are shown with a multiplication symbol between them. Below the logos, the text "PREVENT UNAUTHORIZED ACCESS TO YOUR FIREARMS" is written in large, bold, orange and black letters. Underneath, it says "TALK TO OUR TEAM TO SEE IF YOU QUALIFY FOR A DISCOUNT WITH OUR PARTNER". In the center, there are three images of GunVault storage devices: a small black box, a larger black box, and a black box with a keypad. At the bottom, the text "LEARN MORE AT ARMORYPROJECT.ORG/GUNVAULT" is displayed in orange and black, next to a QR code.

"It's exciting to work with companies and organizations with the same passion for responsible gun ownership as WTTA. The false narrative that the gun industry doesn't provide solutions for negative outcomes of firearms is being shattered by companies like Cannon. I'm proud to be affiliated with them," said Michael Sodini, founder of Walk the Talk America.

"We know that one of the main reasons firearm owners give for not storing their firearms securely is the financial burden. We are excited to partner with Cannon Security and WTTA to make responsible, secure firearm storage more affordable and accessible to everyone," added Jennifer "Gala" True, PhD, who leads The Armory Project and is a Community and Population Medicine Professor at the [LSU School of Medicine](#) and an Investigator with the VA's [South Central Mental Illness Research, Education and Clinical Center \(MIRECC\)](#).

Jesse Bugarin, the President at Cannon Security Products, added, "At Cannon Safe, our Big Hairy Audacious Goal is to secure every home in America, providing peace of mind when it matters most. But peace of mind isn't just about protection—it's about people. Supporting our veterans is one of the most meaningful ways we can give back to those who've given everything to protect our way of life. This isn't just about safes—it's about safeguarding the values we hold dear."

Walk the Talk America is committed to improving access to mental health resources for firearm owners, with the goal of reducing firearm-related suicides. By fostering open conversations and providing education to both the mental health and gun-owning communities, WTTA is leading the charge in reshaping perceptions and breaking down barriers to care.

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) organization 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. <https://walkthetalkamerica.org/>

About Cannon Security Products:

Cannon Security Products is a trusted leader in the safe storage industry, offering innovative and secure solutions for firearms and valuables through its brands Cannon Safe and GunVault. With a commitment to quality, reliability, and responsible ownership, Cannon provides consumers with a wide range of safes and quick-access storage options designed to prevent unauthorized access while preserving access when it matters most.

About The Armory Project:

The Armory Project (TAP) is a nationwide initiative focused on increasing voluntary out-of-home firearm storage options in local communities as a tool for suicide prevention. TAP partners with firearm retailers, instructors, and community organizations to provide education and support to gun owners during times of crisis or transition. By reducing barriers to temporary storage, TAP empowers firearm owners to take proactive steps in protecting themselves and their loved ones.