



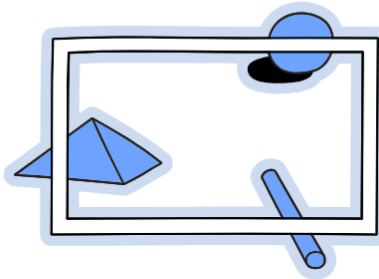
FOR IMMEDIATE RELEASE

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Big Horn Armory (BHA) Removed from YouTube

Wyoming-based big-bore rifle manufacturer appealed strikes in vain as the platform terminated its channel after a retroactive application of a new firearms handling policy.



Big Horn Armory was removed from YouTube

Your channel, Big Horn Armory, wasn't following our policy on [Community Guidelines](#). Since it was your third strike, we removed it to protect our community.

If you think we made the wrong call, we'd be happy to take another look. Begin your review to see more info and to start your appeal.

Cody, Wyo. (May 2026) – [Big Horn Armory \(BHA\)](#), makers of big-bore firearms, announced today that YouTube has permanently removed the company's channel from its platform. The termination follows three strikes issued against videos that had been posted more than two years prior without incident, each cited as violations of the platform's updated firearms policy.

The videos in question were routine, non-instructional content that included demonstrations such as shooting frozen chickens. They contained no instructions for manufacturing or modifying firearms, no sales solicitation, and no content that would have violated YouTube's long-standing community guidelines at the time of posting. The company assesses that the strikes were the result of retroactive policy changes that now classify the mere handling of a firearm as a policy violation in certain contexts.

YouTube's current firearms policy states, in part, that the platform does not allow live streams showing someone holding, handling, or transporting a firearm. The policy's application appears to have expanded over time in ways that have affected pre-existing content that was compliant under prior standards.

Big Horn Armory pursued the platform's formal appeals process following the first strike and had successfully appealed similar actions in the past. This time, all appeals were denied. Upon reviewing YouTube's revised policy in full, company leadership determined that further appeals were unlikely to succeed, as the updated language appeared to prohibit the type of firearms-handling content that is central to virtually all of Big Horn Armory's video library.

"We are a federally licensed firearms manufacturer. We operate legally and transparently, and we have done so since our founding. We did not change our content. The platform changed its standards and applied them retroactively to videos our community had watched for years without issue," said Greg Buchel, Owner of Big Horn Armory. "At a certain point, continuing to appeal a policy that is written to exclude us made no sense. We accept what has happened, and we are moving forward."

Big Horn Armory's full video catalog, including rifle reviews, field demonstrations, hunting footage, and product showcases, remains available in its entirety on [Rumble](#), the video platform that has become a trusted destination for the firearms community and those who value open access to lawful content.

Subscribers and followers are encouraged to visit the Big Horn Armory Rumble channel at <https://rumble.com/user/BigHornArmory/> to subscribe and continue following the company's content. Big Horn Armory remains active on Facebook, Instagram, and X at @BigHornArmory across all three platforms.

The company states it has no plans to modify its content approach and will continue producing video content focused on its product line, field use, and the broader shooting sports community.

For more on Big Horn Armory, visit www.bighornarmory.com or any of their social media platforms: [Facebook](#), [Instagram](#), [Rumble](#), [LinkedIn](#), or [X](#).

About Big Horn Armory:

Big Horn Armory was founded in 2008 with the expressed intention of designing a Browning-type lever-action gun chambered in 500 Smith & Wesson Magnum. The Big Horn Armory Model 89, made in America, closely follows the work of John Browning with refinements courtesy of modern metallurgy and machining capabilities. The first rifles began shipping in September of 2012, and since then, BHA has added to its big bore lineup with a Model 90 Carbine in 460 S&W, the Model 90A in 454 Casull, the Model 90B in .45 Colt, the Model 89A in 500 Linebaugh, and the Model 89B in .475 Linebaugh. In 2017, Big Horn Armory took a departure from its lever-action series and developed the AR500 Auto Max, the most powerful short-range, semi-automatic based on an AR .308 platform. www.bighornarmory.com