



**THE 2018 NRA ANNUAL
MEETINGS & EXHIBITS**

KAY BAILEY HUTCHISON
CONVENTION CENTER
DALLAS, TEXAS
MAY 3-6

NRA

DALLAS • 18

FACTS AND PROGRAMS

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FIREARM FACTS

FIGURES AT A GLANCE

**OVER
300 MILLION**

Number of firearms
in the U.S.

11.5 MILLION

Number of hunters
in the U.S.

**OVER
16,000**

Number of NRA state
associations and local clubs

12,000

Number of active NRA-certified
law enforcement instructors

**OVER
100 MILLION**

Number of gun owners

**OVER
117,000**

Number of
NRA-certified instructors

**OVER
11,000**

Number of annual NRA-sanctioned
target shooting tournaments

42

States that have
passed Right-to-Carry laws

**OVER
40%**

Percentage of
households with guns

**APPROXIMATELY
1 MILLION**

Number of people NRA
trains annually

30 MILLION

Number of Eddie Eagle GunSafe®
Program students since 1998

34

States that have passed
lawsuit pre-emption laws

**OVER
5 MILLION**

Number of NRA members

**OVER
\$150 MILLION**

Amount of money spent on firearm
safety and education programs

NRA SCHOOL SHIELD



The NRA School Shield program is an initiative founded in 2012 by the NRA with the explicit goal of creating the safest environments possible for America’s approximately 55 million elementary and secondary school children. “We must immediately harden our schools. Every day, young people are being dropped off at schools that are virtually wide-open, soft targets for anyone bent on mass murder,” said NRA Executive Vice President Wayne LaPierre regarding the initiative’s mission.

Following the Sandy Hook tragedy, the NRA was determined to take whatever steps were necessary to contribute to the safety of school children. This led to the assembly of the National School Shield Task Force—a team of recognized experts in homeland security, law-enforcement training and school safety—created to conduct security assessments of schools. In April 2013, the NSS Task Force issued an official report documenting a clear need to address school violence and recommendations on best practices in school security.

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The top of the page features a vibrant nighttime city skyline. The buildings are illuminated with various colors, including blues, greens, and yellows. A prominent feature is a tall, thin tower with a large, glowing spherical top. The title "NRA SCHOOL SHIELD" is written in large, white, bold, sans-serif capital letters across the middle of the image. The background is a dark red gradient on the left side.

NRA SCHOOL SHIELD

Based on the findings and recommendations of the NSS Task Force, a cornerstone of the NRA School Shield program is the Security Assessor Training, which seeks to facilitate a partnership between schools and local stakeholders by teaching them how to analyze a school's physical security, communications systems and overall preparedness. At the conclusion of this training, participants are adequately primed to conduct vulnerability assessments that assist their schools in recognizing existing strengths as well as potential vulnerabilities.

Since the first Security Assessor Training was held in Tennessee in 2015, training courses have been completed by 235 participants in Idaho, Pennsylvania, South Dakota, Alaska, Kansas, Montana, Ohio, Oregon, Texas, Virginia and Washington state.

Since NRA School Shield was founded, it has also awarded over \$200,000 in grants to American schools for security projects, including perimeter fencing updates and repairs, secured visitor entry systems (door buzzers with security cameras and intercoms), DVR and camera systems, break-proof glass installation, ballistic shielding, immediate response systems/panic buttons, ALICE Training and classroom emergency kits. "Any American school that needs immediate professional consultation and help with organizing and defining security solutions should contact the National Rifle Association's School Shield program," said LaPierre. "They're our kids. They're our responsibility. And it's not just our duty to protect them—it's our right to protect them."

For more information about NRA School Shield, including more information about the Security Assessor Training, please visit us online at www.NationalSchoolShield.org.

NRA CARRY GUARD



NRA Carry Guard, the groundbreaking self-defense initiative developed and supported by the National Rifle Association, was launched at the 2017 NRA Annual Meetings & Exhibits. This ambitious, visionary program’s goal is to deliver world-class training, education and guidance to the tens of millions of Americans who own and carry firearms to defend themselves, their families and their communities. Central to this mission is a training curriculum that provides what ordinary firearms courses cannot: skills tailored to the conditions encountered in real-world defensive scenarios.

The training consists of a series of courses developed by an expert team of military and law enforcement veterans. “We believe NRA Carry Guard will be competitive with the most highly regarded firearm schools in the nation,” says veteran U.S. Navy SEAL and NRA Carry Guard National Director George Severence. Everything that participants learn will be geared toward practical considerations. “We built our courses for the average citizen/concealed-carry permit holder,” Severence explains, “and not for the person who wants to dress up and play Rambo.”

From its inception, the idea behind the NRA Carry Guard training curriculum has been that it will evolve in the ever-changing conflict environment. It is also already adjusting to meet the needs of members—responding to

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NRA CARRY GUARD

feedback in favor of a more inclusive program, the curriculum will begin with a more beginner-oriented course and will allow participants to progress to intermediate and advanced levels. The program will also offer stand-alone options at home and scenario-based courses in partnership with Ultimate Training Munitions.

“Having the NRA actually put together standardized concealed-carry training and putting the resources behind it, says quite a bit,” says veteran U.S. Navy SEAL Eric Frohardt, who serves as both NRA Carry Guard Training Director and NRA Director of Education and Training. “You know that this training is safe and it will work.”

NRA Carry Guard members also receive immediate access to a Rights & Responsibilities video curriculum, featuring hours of instruction, designed to prepare gun owners for the modern reality of self-defense. The “NRA Carry Guard Daily” program airs live on NRATV every weekday and posts associated content on social media. Members also receive a subscription to *NRA Carry Guard Magazine*, featuring comprehensive articles written by self-defense and personal protection experts.

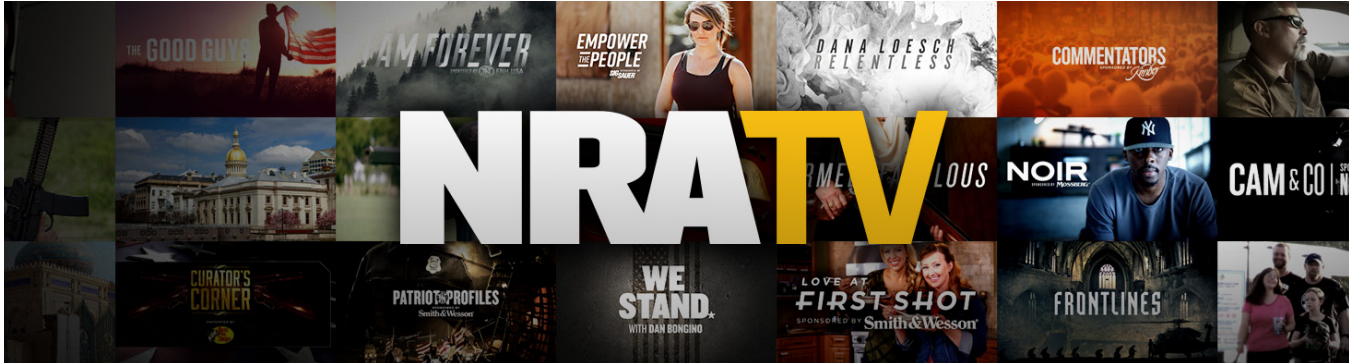
“There is no other organization in the United States of America that can do what NRA has done with NRA Carry Guard,” says Dana Loesch, NRA National Spokesperson. “Without the NRA, there would be no right to carry a firearm at all in this country. The NRA and its 5 million members have led the movement for the past three decades to restore this freedom to its rightful place in America.”

“I urge you to take advantage of all that NRA Carry Guard has to offer, including the most comprehensive training curriculum ever developed for men and women who carry firearms,” says NRA Executive Vice President and CEO Wayne LaPierre.

Today, more than 16 million Americans legally carry firearms in defense of themselves, their families and their communities. These are among the safest, most responsible, most law-abiding people in America. They deserve the utmost in training and support that can only come from the premier firearms training and civil rights organization in the world: the National Rifle Association of America.

For more information and content, please visit [NRACarryGuard2018.com](https://www.nracarryguard2018.com).

NRATV



The world's most comprehensive coverage of Second Amendment issues.

NRATV broadcasts 24/7, bringing news, commentary and lifestyle coverage on a wide range of Second Amendment topics straight to your home. Welcome to your new trusted source for entertaining and informative episodic programming, with live news and interviews to keep you in the loop. Choose from over 30 series spread over four channels: NRA News, presented by Ruger; NRA Women, presented by Smith & Wesson; NRA Country and NRA Hunting.

Content is available at all times on your computer, tablet or mobile phone, web-connected TV via browser, Apple TV, Roku, Amazon Fire TV, Chromecast, YouTube, Facebook or SiriusXM radio. Stream new programming live or browse past episodes on demand. Watch NRATV for the unvarnished truth that the mainstream media won't give you!

CAM & CO

Cam Edwards brings you up-to-the-minute Second Amendment news and opinion on "Cam & Co." Tune in weekdays from 2 to 5 p.m. ET for interviews with NRA leaders, newsmakers, politicians, journalists and congressional leaders. It's in-depth commentary and analysis you won't find anywhere else. "Cam & Co." is also available on SiriusXM radio and on demand on iHeartRadio and iTunes.

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NRATV



COMMENTATORS SPONSORED BY Kimber

Watch the “Commentators” offer up their opinions on the hottest topics of the moment. This new generation of advocates and activists for the Second Amendment is unapologetic about their belief in our right to bear arms. Browse the NRATV “Commentators” video archive for perspective on all the stories making headlines—brought to you by Kimber.

EMPOWER THE PEOPLE SPONSORED BY SIG SAUER

Rape survivor and Second Amendment advocate Kimberly Corban proves just how relevant and effective advanced training can be for normal gun owners like her. Follow her week-long journey at SIG Sauer Academy and you’ll understand why this sort of training could be critical for you, too.

LOVE AT FIRST SHOT PRESENTED BY Smith & Wesson

Host Natalie Foster, together with Julie Golob from Team Smith & Wesson, is helping women find their place in the world of firearms. Each season introduces viewers to fascinating people and provides a wealth of practical information, tips, advice and resources for women from all backgrounds and perspectives. Sponsored by Smith & Wesson with ammunition provided by Federal Premium.

NOIR SPONSORED BY MOSSBERG

The enigmatic internet sensation Colion Noir never holds back and refuses to be bound by the narrow lines of political correctness. Follow his journey as he tours the country, taking back the narrative on Second Amendment issues and challenging perceptions of gun culture and advocacy. Sponsored by Mossberg, along with supporting sponsors Federal Premium, Ravin Crossbows and Lasermax Products.

G DAILY

Our world can be an unforgiving place. But with the right attitude and skillset, each of us can put the odds of survival in our favor. “NRA Carry Guard Daily” offers comprehensive coverage of the modern-day threat environment, featuring expert guests and commentators who’ve seen the world up close: law enforcement officers, crime survivors, prison guard, counter-terrorism agents, elite military veterans and more.

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NRATV



DANA LOESCH RELENTLESS

Dana Loesch is “Relentless” as she fights the lies of the agenda-driven media with the clenched fist of Truth. Watch weekdays at 5 p.m. CT/6 p.m. ET for an hour-long, commercial-free take on the most important stories of the day as Dana is joined by today’s leading voices in politics, culture and gun rights.

STINCHFIELD

Host Grant Stinchfield brings you live news updates and interviews at the top of each hour, weekdays from 9 a.m. to 1 p.m. ET. This cutting-edge coverage is the latest and best way to stay up to date on breaking Second Amendment news as it happens. Featuring regular updates from NRATV contributors Dana Loesch, Dan Bongino and Chuck Holton, along with many other leading political voices.

TIPS & TACTICS SPONSORED BY Cabela's OUTDOOR FUND

Learn expert tips from professional and competitive shooters to take your shooting to the next level. Dedicated to teaching the fundamentals of shooting, hunting and personal protection, host Gabby Franco offers step-by-step lessons for anyone looking to better their shooting abilities. Sponsored by Cabela’s Outdoor Fund.

WE STAND. WITH DAN BONGINO

Country, service, the Second Amendment, the Truth and every Big R God-given Right. This is what “WE STAND” for, and these are the American foundations former Secret Service agent and NYPD officer Dan Bongino will defend every weekday at 4:30 p.m. CT/5:30 p.m. ET on NRATV, along with guest host Grant Stinchfield. So radical socialists—bring your best. We dare you to join that cage fight.

Visit us at NRATV.com.

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FREEDOM'S SAFEST PLACE



Freedom's Safest Place is a messaging campaign that cuts to the core of what the NRA, and its members, fight for and believe.

These spots alert Americans to the threats to their freedoms that too many of their leaders distract from and ignore. If we are going to defend our freedom, we must speak clearly and openly about the dangers of terrorism. We must shame dishonest leadership and a culture that often condones hatred toward law enforcement. And we must defend the Second Amendment—the one freedom that defends all the others—at every turn.

Freedom's Safest Place has featured a mix of freedom-fighting icons and regular NRA members alike: Josephine Byrd told her story of fighting for her right to keep a firearm in public housing in one popular spot, while Benghazi hero Mark Geist and country music legend Charlie Daniels called attention to the American spirit and national security, respectively.

Freedom's Safest Place has also featured NRA Executive Vice President and CEO Wayne LaPierre, NRA-ILA Executive Director Chris W. Cox, NRA Spokesperson Dana Loesch, Milwaukee County Sheriff David Clarke, Colion Noir, Dom Raso and many more outspoken, patriotic NRA members.

No other organization in American history has done more to defend and advance freedom's cause than the National Rifle Association of America: Freedom's Safest Place.

NRA WOMEN



Presented by Smith & Wesson

NRAWomen.TV is a valuable resource for informative, educational and inspiring content. This online video network features four original series plus photo galleries from various events, profiles from the NRA Women community, and links to shopping, clubs, training and more.

In “Armed & Fabulous,” meet inspiring women of the NRA Women’s Leadership Forum—a group that brings together philanthropic women who share a passion for protecting our cherished Second Amendment freedoms. Each episode profiles one of these influential leaders and shares her personal story as it relates to our right to bear arms. Within the Women’s Leadership Forum section, you’ll also find roundtable discussions, learn about upcoming events, read the newsletter and find out how to get involved. Learn more at NRAWLF.com.

“Love at First Shot,” sponsored by Smith & Wesson and with ammunition provided by Federal Premium, is designed to provide a look at the world of firearms for the new shooter. Host Natalie Foster and Julie Golob of Team Smith & Wesson walk beginners through the basics, challenge experienced shooters, explore concealed carry and introduce viewers to women of all skill levels and backgrounds.

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NRA WOMEN

“Tips & Tactics,” sponsored by Cabela’s Outdoor Fund, is a firearms training series dedicated to teaching the fundamentals. Designed for female gun enthusiasts of all ages, skill levels and disciplines, the show features experienced instructors who provide step-by-step lessons in everything from crime prevention, personal safety, competition shooting, big-game hunting, marksmanship and more.

Showing the fresh faces of the next generation as they redefine what it means to be NRA Women, “New Energy” features young women from all walks of life who embody the diversity and strength at the core of our organization.

Visit us at NRAWomen.TV.



NRA HUNTING



The NRA's dedication to the preservation of the Second Amendment and the protection of our right to keep and bear arms is very simply what we do. However, that is not all we do, or have done. The privilege to hunt with those arms has also been a dedicated cause for the NRA for a very long time. Whether advocating for hunters' rights issues, developing safety and training courses and programs, or giving back through initiatives such as NRA Hunters For The Hungry, the NRA has always been a champion of our great hunting heritage.

Today, though, the NRA steps up those efforts. With hunting under attack like never before, the National Rifle Association has introduced the greatest effort in history to take on the animal rights movement. In conjunction with the NRA Hunters' Leadership Forum, the NRA initiated a campaign that featured national television commercials and a website that serves to educate Americans on the truth about hunting.

Visit [NRAHunting.com](https://www.nrahunting.com) to learn more about this vital fight to save hunting. It begins with understanding the terms of the battle—knowing hunting's place in history and our rightful role in it, and getting inside the minds of the animal rights extremists who are fighting to not only destroy hunting, but to systemically diminish humanity itself. In hunting's darkest hour, the NRA is poised to lead the way and save our time-honored tradition.

EDDIE EAGLE GUNSAFE[®] PROGRAM



STOP! Don't touch. Run away. Tell a grown-up.

By learning these four simple rules, 30 million children across America have become safer by learning to identify and avoid firearms. The NRA's Eddie Eagle GunSafe[®] Program, featuring its newly modernized characters, is designed to promote safety for pre-kindergarten through fourth-grade students. It is simple, effective and promotes no agenda beyond keeping children safe. You don't need to be an NRA member to participate. Teach your child Eddie's lifesaving message by visiting EddieEagle.com.

NRA EVENTS



The NRA hosts or participates in the most exciting firearm and outdoors conventions in the country. These shows bring together the NRA's extensive industry ties with its grassroots foundation of dedicated hunters and shooters. And these are just the biggest events: The NRA actively hosts a huge number of recreational shoots and safety seminars throughout every region of the U.S.

The NRA's Great American Outdoor Show is the world's largest consumer outdoor sports show, celebrating hunting, fishing and outdoor traditions treasured by millions of Americans and their families. The event has over a \$75 million economic impact on the central Pennsylvania region and features 1,100 exhibitors in 650,000 square feet of exhibit space and is attended by nearly 200,000 outdoor enthusiasts.

The NRA Carry Guard Expo is a three-day educational and interactive experience targeted toward individuals interested in increasing their knowledge and skills within personal protection,

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NRA EVENTS

concealed carry and defense tactics. Whether just starting out or actively engaged in the personal safety and protection of yourself and your family, this unique event will equip you with the products, skills, knowledge and mindset necessary to prepare and defend yourself when a threat arises.

The Shooting, Hunting and Outdoor Trade Show and Conference, or SHOT Show, is hosted every year in Las Vegas, Nev., by the National Shooting Sports Foundation. This event is the largest trade show to serve professionals in the shooting sports, hunting and law enforcement industries. The NRA maintains a major presence here each January, as the hottest new products in these fields make their debut.

The Safari Club International Annual Hunters' Convention is an outdoorsman's paradise: a space in which to book hunts, meet fellow travelers and shop for the most advanced guns and gear available. Educational seminars and inspirational speakers round out the thrilling event, and the NRA is there to reach out to hunters of the world.

A project of the revered American Conservative Union, the Conservative Political Action Conference, or CPAC, brings the nation's top policymakers together to chart a course toward greater freedom and self-reliance. With a series of panels and distinguished speakers, this conference helps to lay out a blueprint for political action in the coming year. And as the nation's oldest and most powerful civil rights organization, the NRA plays a major role in the conversation.

And there's even more! Visit [Explore.NRA.org/interests/events-and-entertainment/](https://www.explore.nra.org/interests/events-and-entertainment/)



THE NRA FOUNDATION



THE NRA FOUNDATION
TEACH FREEDOM

Teach Freedom.

The NRA Foundation is the world's largest charity in support of the shooting sports. Since its inception, The NRA Foundation has granted more than \$370 million through over 45,000 grants, providing financial support to eligible projects, programs and organizations. Each year, donors and volunteer committees from across the country tirelessly raise charitable dollars that are in turn awarded as grants in support of educational public service programs relating to the shooting sports in our communities.

Consult The NRA Foundation website for grant guidelines, frequently asked questions and tax forms. Together we can make a difference in our communities!

Call (800) 554-9498 for more information, and visit us at [NRAFoundation.org](https://www.NRAFoundation.org).