



FOR IMMEDIATE RELEASE

Guidefitter Renews its Commitment to International Wildlife Crimestoppers

BOZEMAN, Montana (June 1, 2021) – Guidefitter, the online community and e-commerce destination of choice for outdoor industry professionals and other consumers who love to hunt, fish and enjoy the great outdoors, today announced its continued support for International Wildlife Crimestoppers (IWC). For the third year in a row, Guidefitter has made a monetary donation to IWC, a non-profit organization that is dedicated to reducing the illegal taking (poaching) of North America's fish and wildlife resources.

International Wildlife Crimestoppers, based in Blairsville, Georgia, works to protect wildlife resources through the global exchange of information among a network of anti-poaching agencies. IWC's members include wildlife resource officers, game wardens, conservation officers, and other outdoor professionals who work together to promote ongoing public awareness and education about the differences between sustainable use and poaching practices.

"Guidefitter shares our passion for the protection and sustainable use of our natural resources," said IWC Executive Director, Lewis Rather. "We're very pleased to have Guidefitter continue its financial support of our mission alongside other strategic partners including the Rocky Mountain Elk Foundation, the National Wild Turkey Federation, and the Boone & Crockett Club."

Through the enforcement of ethical hunting, IWC strives to stop all poaching and effectively change the trends and attitudes toward poaching. In 2019, Guidefitter's CEO, Bryan Koontz, spoke at the IWC annual meeting in Lake Tahoe, Nevada to present the findings of a comprehensive and groundbreaking survey conducted by Guidefitter outlining the pro guiding and outfitting industry's positions on poaching, game laws, and relationships with game wardens.

"We're proud to continue our partnership with the IWC and are aligned with their mission to protect wildlife and end poaching," said Ben Parsons, Director of Business Development for Guidefitter. "Poaching interferes with the conservation efforts of the many wildlife conservation law enforcement officers who work hard every day to manage thriving fish and game populations, disrupts the livelihood of professional guides and outfitters, and can ruin the outdoor experience for otherwise ethical hunters and anglers."

If we all commit to respecting and conserving our natural resources, we will achieve the IWC mission of ending the illegal taking of the world's fish & wildlife resources.

Learn more about IWC at <https://wildlifecrimestoppers.org/>.

About Guidefitter

Guidefitter is the online community and e-commerce marketplace of choice for genuine outdoor industry professionals, including professional hunting and fishing guides, and other consumers who love to hunt, fish and enjoy the great outdoors. We are pioneering the outdoor industry's first online experience where brands, true outdoor pros and consumers engage in a common digital community, marketing and e-commerce platform oriented around a shared passion for outdoor recreation and great gear. Industry pros have access to hundreds of pro purchase programs from a central location, tools to easily promote the brands they love and a like minded community to demonstrate their abilities and expertise. Consumers benefit from a community that understands their passion for the sport and the outdoors, access to thousands of outfitters through a comprehensive search engine, and opportunities to discover and purchase great gear based on the insights from people who know better than anyone else - true outdoor professionals. Over 300 outdoor brands, including Swarovski Optik, Kenetrek Boots, Weatherby, Polaris RANGER, and First Lite Hunting Apparel work with Guidefitter to promote their brand with authentic messages through large, managed audiences of genuine outdoor professionals. Guidefitter is headquartered in Bozeman, Montana. For more information, please visit www.guidefitter.com, and follow us on Facebook, Instagram or Twitter.

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About International Wildlife Crimestoppers, Inc.

As a non-profit organization created by wildlife law enforcement officers, IWC is dedicated in our efforts to stop poaching of North America's fish and wildlife resources through a comprehensive conservation law enforcement approach and the exchange of information with anti-poaching organizations. IWC promotes public education on the differences between sustainable use and poaching, with a special emphasis on youth education therefore creating a force multiplier for law enforcement charged with protecting these valuable resources. For more information, visit wildlifecrimestoppers.org.

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