

HENRY REPEATING ARMS
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FOR IMMEDIATE RELEASE

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**HENRY REPEATING ARMS INTRODUCES THE ‘PATRIOT SERIES’**

**BAYONNE, NJ – January 30, 2018 –** Following the release of several new models last week Henry Repeating Arms is introducing the Patriot Series- a new category of firearms and products available through their eCommerce store celebrating America, patriotism, and the Second Amendment.

The God Bless America Edition Golden Boy is a .22 S/L/LR lever action rifle built on Henry’s time-honored and award-winning Golden Boy platform known for its smooth action, American walnut stocks and blued steel octagonal barrel. Intricate floral scrollwork engraving on both sides of the nickel-plated receiver cover frames iconic images of America’s heritage like the American flag, the Liberty Bell, and a bald eagle, all of which have details highlighted in 24-carat gold. A banner on the right side of the receiver cover contains the words, “Home of the Free Because of the Brave.” The stock is engraved and hand-painted with the Statue of Liberty’s torch, and in similar colors, the rifle’s forend displays the words, “God Bless America.” Henry is also introducing a centerfire version, the God Bless America Edition Big Boy, featuring similar imagery on a rifle chambered for .44 Magnum/.44 Special with a 10. The God Bless America Edition Golden Boy, model #H004GBA has an MSRP of $1,208, and the Big Boy version, model #H006GBA has an MSRP of $1,523.

The Stand for the Flag Edition Golden Boy is a direct salute to the American flag with a full red, white and blue depiction applied to both sides of the receiver cover with a durable polymer-ceramic coating known as Cerakote. The finish adds a layer of further abrasion and corrosion resistance on top of the nickel plating. The buttstock features a hand-painted image of a man standing hand-on-heart with the words, “O Say Can You See” written underneath. The Stand for the Flag Edition Golden Boy, model #H004SFF is chambered in .22 S/L/LR with an MSRP of $1,208.

The Patriot Series also includes three plaques that include hardware for mounting on a wall or the lawn, all of which are available through Henry Pride, Henry Repeating Arms’ eCommerce store. The We Proudly Stand plaque depicts a soldier standing to salute the flag of the United States, rendered in full red, white and blue color across the plaque. Beneath the flag is the underlined text, “We Proudly Stand.” The Patriotic Home Plaque shows a New Original Henry rifle with the message, “This House Believes in God, Country & Family.” It’s finished with a French Bronze color. The Second Amendment Plaque carries the message, “This House Is Protected By the 2nd Amendment,” in a black and gold finish. All three plaques are made of highly durable cast aluminum to withstand the elements outdoors or in.

Henry firearms can be purchased from a licensed firearms dealer. Most dealers offer a discount off of the MSRP.

For more information about the company and its products visit henryusa.com or call 866-200-2354.

**About Henry Repeating Arms**

Henry Repeating Arms is one of the leading firearms manufacturers in the country and the leading lever action manufacturer. Their company motto is ‘Made In America Or Not Made At All,’ and their products come with a lifetime guarantee backed by award-winning customer service. The original Henry rifle played a significant role in the frontier days of the American West and is one of the most legendary, respected and sought-after rifles in the history of firearms. The company’s manufacturing facilities are in Bayonne, NJ and Rice Lake, WI.

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