

HENRY REPEATING ARMS  
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FOR IMMEDIATE RELEASE

Thursday, December 13, 2018

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**HENRY REPEATING ARMS ANNOUNCES AMERICAN RODEO TRIBUTE EDITION RIFLE AT NATIONAL FINALS**

**LAS VEGAS, NV – December 13, 2018 –** American gun manufacturer, Henry Repeating Arms, is debuting the American Rodeo Tribute Edition lever action rifle in Las Vegas alongside the 2018 Wrangler National Finals Rodeo, Cowboy Christmas, and the RMEF Hunter & Outdoor Christmas Expo. Together the imagery on the receiver cover and the stocks celebrate three staple rodeo events where contestants compete against the clock for fame and fortune.

The .22 caliber rifle is built on Henry’s award-winning Golden Boy platform for an inherently smooth action, a blued steel octagonal barrel, American walnut stocks, and fully adjustable sights. The receiver cover is nickel plated, engraved, and further embellished with 24K gold plating for added contrast.

The right side of the receiver cover features an engraved image of a cowboy in the midst of roping a calf from horseback. The left side displays the words, “RODEO TRIBUTE,” and a cowboy wrestling a steer to the ground. Both sides are bordered with 24K gold plated leafy-vine scroll patterns.

The walnut buttstock is capped with a nickel-plated buttplate and engraved with the image of a cowboy riding a bucking bull. The stock engraving is hand painted in full color to capture every detail. The fore stock of the rifle features a near full-coverage engraving with the phrase, “COWBOY UP.”

Anthony Imperato, Henry Repeating Arms President and owner states, “This is our first year being in Las Vegas for the rodeo and the fans, the contestants, the atmosphere, and the sense of comradery amongst everyone is incredible. We’ve been sitting on this design for the American Rodeo Tribute Edition for a few months, but we wanted to hold off on announcing it until we could show it in person to the biggest rodeo fans in the world.”

For more information on the Henry American Rodeo Tribute Edition rifle click here.

Henry firearms can only be purchased through a licensed firearms dealer. For more information about Henry Repeating Arms 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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