



HENRY REPEATING ARMS  
107 W Coleman Street, Rice Lake, WI 54868

FOR IMMEDIATE RELEASE

## **Henry Repeating Arms Introduces Members-Only Rifle for the Single Action Shooting Society®**

**RICE LAKE, Wis., May 1, 2024** – Henry Repeating Arms, one of the country’s leading firearms manufacturers and a world leader in the lever action category, is partnering with the Single Action Shooting Society® (SASS®) to offer its competitors an engraved rifle with a custom serial number matching their SASS member number. To continue the Single Action Shooting Society’s mission of preserving and promoting the sport of Cowboy Action Shooting™, Henry Repeating Arms is donating a portion of the proceeds from every sale to SASS.

Boasting over 100,000 members in all fifty states, SASS is the governing body for Cowboy Action Shooting matches conducted by more than 400 affiliated clubs wherein members are required to dress in period-correct late 19th-century apparel and compete in timed stages with lever action rifles, shotguns, and revolvers.

“As a longtime supporter of America’s shooting sports heritage and organizations like SASS that invite new enthusiasts into the fold with open arms, we are excited to further that support with this unique opportunity,” said Anthony Imperato, Founder and CEO of Henry Repeating Arms. “As evidenced by their matches, SASS members know how to have fun and do so safely. These competitors really are shining examples of what it means to be a part of the Second Amendment community.”

The rifle is an embellished version of Henry’s Big Boy Brass rifle chambered in .357 Magnum and .38 Special, which SASS approves for competition. The engraved hardened brass receiver takes center stage, adorned with period-correct scrollwork and SASS imagery, including the iconic cowboy logo on the left side. The genuine American walnut buttstock features a matching polished brass buttplate, while a brass barrel band securely fastens the walnut forearm to the 20” blued steel octagon barrel. The iron sights consist of a fully adjustable semi-buckhorn sight in the rear and a brass bead front sight. The removable tube magazine accommodates up to 10 rounds of .357 Magnum or .38 Special, and a side loading gate in the receiver enables quick top-offs.

To learn more about the SASS Member Custom Henry Big Boy Rifle, visit [henryusa.com/sass](https://henryusa.com/sass). All purchases must ship to a federally licensed firearms dealer. To learn more about the Single Action Shooting Society and how to get started with Cowboy Action Shooting, visit [sassnet.com](https://sassnet.com).

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**About Henry Repeating Arms:**

Henry Repeating Arms is one of the leading firearm manufacturers in the United States and a world leader in the lever action category. The company's motto is "*Made in America, Or Not Made At All,*" and every Henry firearm comes with a Lifetime Warranty and 100% Satisfaction Guarantee backed by award-winning customer service. Henry Repeating Arms employs over 800 people and has over 350,000 sq. ft. of manufacturing space in its Wisconsin and New Jersey facilities. The company is also known for its Guns for Great Causes charitable program, which focuses on assisting the families of sick children, children's hospitals, military veteran organizations, law enforcement and first responder groups, Second Amendment advocacy groups, and wildlife conservation organizations. The company is named in honor of Benjamin Tyler Henry, who invented and patented the Henry lever action rifle in 1860 – the first practical repeating rifle and America's unique contribution to the international stage of firearms design. Visit Henry Repeating Arms online at [henryusa.com](http://henryusa.com), on Facebook at [facebook.com/HenryRepeating](https://facebook.com/HenryRepeating), [@henryrifles](https://twitter.com/henryrifles) on Twitter, and [@henry\\_rifles](https://instagram.com/henry_rifles) on Instagram.

### **About Single Action Shooting Society:**

The Single Action Shooting Society (SASS) is an international membership organization formed in 1987 to preserve and promote the sport of Cowboy Action Shooting™ and has over 100,000 members worldwide and over 400 affiliated clubs across the globe. SASS serves as the governing and sanctioning body for the sport of Cowboy Action Shooting and Wild Bunch Action Shooting™ worldwide, promulgating the rules that ensure safety and consistency in SASS shooting competitions. SASS members share a common interest in preserving the history of the Old West, fine firearms, and competitive shooting in a safe, fun, family-friendly environment. SASS has proudly promoted and supported the shooting sports industry for over four decades. SASS World Headquarters is now located in Akron, Indiana and maintains a full-time staff to conduct day-to-day operations and includes the groups quarterly publication- The Cowboy Chronicle, the SASS Western Heritage Museum and Cowboy Action Shooting Hall of Fame, and the SASS Scholarship Foundation.

### **For Media Inquiries:**

Dan Clayton-Luce  
Vice President of Communications  
[dan@henryusa.com](mailto:dan@henryusa.com)  
(715) 803-2958

### **PHOTO CAPTION(S)**

#### **Henry-SASS.jpg**

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