

# ALPS OUTDOORZ®

## 2023 NRA Golden Bullseye Award



The Golden Bullseye Awards are chosen by a seven-member committee of editors, graphic designers, and veteran NRA Publications staff based on several key qualifications. Criteria for selection include:

- Recently introduced and available to consumers prior to the selection of the Golden Bullseye Awards
- Used/tested by a staff member or regular contributor to the magazine and/or affiliated media
- Reliable in the field, meeting or exceeding the evaluator's expectations
- Innovative in design and function
- Readily perceived as a value to the purchaser
- Styled in a manner befitting the shooting and hunting industry and, perhaps more importantly, its enthusiasts

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