

NEW PRODUCT

For Immediate Release

Company: All Day Gear LLC
Contact: Sandra A. Gump
724-914-3785
info@alldaygear.com
www.alldaygear.com

New Rifle Carrier Offers Big Advantages and Comfort for Rifle and Bow Hunters

HOUSTON, PA, USA; March 2012 - The Ready Aim Carrier™ invented by All Day Gear LLC provides big advantages to **hunting enthusiasts who want to reduce body fatigue caused by the strain of carrying a rifle or bow**. Due to its comfort and convenience, this unique, easy-to-use carrier also eliminates the need for resting a rifle in a clumsy manner while waiting to take aim.

Originally designed for use with a rifle, **The Ready Aim Carrier was found to be just as effective in providing relief for bow hunters. It is unlike any other product on the market.** The patent pending Ready Aim Carrier does not attach to the rifle or bow. It is designed to “cradle” the rifle or bow in a convenient manner. The Carrier acts as a support pocket to free hands for occasional rattling, binocular and call use, or other activities while waiting to take aim. **The Carrier allows you to keep your rifle or bow in a convenient and easy to access position with some protection from the elements** unlike uncomfortable slings that can slip off a shoulder or position the rifle inconveniently to your back. The easy-to-use waist and shoulder straps allow the Carrier to hold the rifle or bow in a padded fleece lined, horizontal pocket that can be ergonomically adjusted for a waist, side or chest position.

“The idea for the Carrier came from watching my youngest son struggle to hold his rifle during a long day of hunting. I have also experienced the disappointment of missed opportunities due to being unprepared to take the perfect shot due to resting my rifle in an awkward position,” said inventor, Scot Gump, thus “resulting in excessive movement and noise. It’s these few critical seconds that determine if your entire day of hunting results in success.”

The **silent, quick aim and reduced movement** offered by the Ready Aim Carrier™ **improves the opportunities of hunters of various game**. For rifle hunters, the amount of time from Carrier to firing a shot is as little as 1.2 seconds. Whether you use a mussel loader for deer or a shotgun for waterfowl, the Ready Aim Carrier™ by All Day Gear LLC provides **big advantages and comfort to anyone from youth, expert and disabled**. Diversely appealing to hunters of all skill levels, **there is nothing like it on**

the market – it will soon be the **next “must have”** product for hunting enthusiasts. There has never been a hunting product introduced that not only provides relief from strain, but also designed to improve hunting opportunities.

The Ready Aim Carrier has an MSRP of \$69.96 US with an introductory price of \$59.95 US on line at www.alldaygear.com and Outdoor Shows. Inquiries concerning distribution and quantity discounts should be sent to info@alldaygear.com. Try the Ready Aim Carrier™ ... **and Get your Game™**.

###