



**USP Bore Paste**

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*For Immediate Release*

## **USP Bore Paste Meets & Treats Outdoor Media At First-Ever POMA Conference.**

USP Bore Paste participated in the first-ever national conference of the newly organized Professional Outdoor Media Association (POMA) from August 24 thru 26 in Springfield, MO. The conference was highlighted by a Field Day at the nearby Andy Dalton Shooting Range -- where more than 65 members of the outdoor media were able to test their shooting skills and also tour the exhibits of 65 outdoor product and service companies that helped sponsor the momentous event.

“I was amazed by the heavy Field Day turnout in spite of an early morning rain,” reports USP Communications Director, Bill Gruber, who treated booth visitors to a tube of USP Bore Paste, a bottle of USP Gun Cleaning Oil, a copy of USP’s new DVD -- *The Proper Care & Cleaning of Firearms* -- and USP’s inspirational student-oriented *Bookmark To Keep You Right On Mark*.

“These are the same USP products and training materials that we’ve been providing free of charge to all certified NRA and IHEA firearm instructors over the past two years,” continues Bill. “And we we’re delighted to share them with the outdoor media folks -- who will now be able to verify USP’s ability to improve accuracy!”

POMA Conference attendees were also treated to a series of invaluable workshops, seminars and guest speaker appearances including a spirited address by NRA Executive Vice President, Kayne Robinson.

Founded in 1917 and based in Pittsburgh, PA, USP manufactures a full line of quality firearm-cleaning products for the hunting, shooting, personal protection and law enforcement markets -- and contributes a portion of product sales to The NRA

Foundation for safety education and training programs. For more information please contact USP Communications Director, Bill Gruber, at 412-551-2005 or go to [www.uspborepaste.com](http://www.uspborepaste.com).

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