

For Immediate Release

Armed & Able!

USP Bore Paste Promotes Self Protection Readiness.

A guy walks into a discount store; pulls out a gun and demands money from the owner. A stranger with a pistol carjacks a woman in broad daylight. A liquor store owner finds himself peering down the barrel of a robber's gun. A man enters a gas station, produces a handgun and announces a holdup.

“With the seemingly endless flow of news citing incidents of citizens being victimized by all manner of intruders, the need for citizens to protect and defend themselves is greater than ever,” reports Lee Brown, manufacturer of Non-Toxic USP Bore Paste.

“And when it comes to personal protection, it is not enough to just hold and bear firearms anymore -- people must be totally prepared to use them when situations arise.”

This is the basic message behind USP's new community awareness campaign -- “Armed & Able!” -- which is providing armed citizens with the additional tools, tactics, information and advice they need to avoid becoming victims, and to help prevent the victimization of others.

“There are an estimated 80 million people with some 300 million firearms used primarily for personal protection in this country,” adds Mr. Brown. **“And studies indicate that approximately 1.5 million people actually use a firearm for self-protection each year.** So our area of expertise is providing the products that enable these people to clean and care for their firearms -- especially our American-made Non-Toxic USP Bore Paste. We've found that frequent cleaning and target shooting not only increases one's familiarity and accuracy with a firearm, but also reduces the chance of it jamming or malfunctioning in various other ways when an incident arises.”

But there are many other facets to the “Armed & Able!” program that USP hopes to arm the country with:

- **“Armed & Able!” warning labels in the form of home and business window decals and bumper stickers to ward off would be intruders**
- **Public awareness ads and articles reporting acts of firearm readiness disseminated to all pertinent consumer and trade media**
- **An endowment agreement with The National Rifle Association which helps fund hunter, shooter and law enforcement firearm training and self protection programs**
- **And a dedicated website forum at -- www.uspborepaste.com -- providing ongoing information to promote the responsible use of firearms with an emphasis on firearm readiness tactics; and the ability for visitors to submit “Armed & Able” incidents**

“We're just one voice among many promoting our right to hold and bear arms -- not just for recreation --- but for personal protection; and we invite other manufacturers, organizations and the country at large to join the fray,” continues Mr. Brown. “I truly believe that by working together we can really make a difference by making Americans better able to protect themselves and others from this huge and growing threat to our society. In fact, in the four examples of people being threatened by an armed intruder as described above, all four intruders lost out to a very alert ‘Armed & Able!’ would-be victim!”

Founded in 1917 and based in Pittsburgh, PA, United States Products Co. manufacturers a full line of quality American-made firearm cleaning products including: USP Bore Paste -- the first Non-Toxic Bore Cleaner with over 50 years of use in the precision-shooting field; plus USP Gun Cleaning Oil and Gun Cleaner/Degreaser -- geared to the hunting, shooting and personal protection markets. For ordering and additional information please go to www.uspborepaste.com or contact USP Communications Director, Bill Gruber by phone at 412-551-2005 or email at micjaslin@aol.com.



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