

Title

ELEY® Outdoors is launched

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ELEY® have launched a brand new social media channel dedicated to hunting: ELEY® Outdoors. Search for @eleyoutdoors and @eleyoutdoorsusa on Instagram, Twitter and Facebook and follow for the latest updates and news.

ELEY® are committed to increasing awareness and understanding of hunting and conservation around the world. The company are great advocates of safe and effective hunting practices for pest control, and appreciate the relationship between shooting and conservation of the environment.

Abigail Darke, ELEY's Global Marketing Director, said: "We're delighted to launch ELEY® Outdoors, a new social platform to inform, educate and entertain the world's hunters. Shooting has great benefits, both economic and social, and we hope the new channel will encourage the shooting community to share their expertise and knowledge".

ELEY's .22LR ammunition has been a favourite of hunters for many years. ELEY® subsonic hollow is highly effective against pests and vermin, with great accuracy, a quiet report and rapid expansion. ELEY® high velocity hollow is a supersonic round with a flatter trajectory, increased velocity, and greater energy for more distant targets.

Head to @eleyoutdoors and @eleyoutdoorsusa and follow for the latest news, advice, events, recipes, equipment and articles.

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Notes to Editors

ELEY®, the leading British engineering company, was established in 1828 and is globally recognised as the premier manufacturer of .22LR rimfire ammunition. The highly qualified team based at our UK production facility includes internationally recognised specialists in internal and external ballistics, powder dynamics, and metrology. The ELEY® product range includes ELEY® tenex, the world's most successful .22LR competition cartridge.

Website: www.ELEY.co.uk

Social:

- Facebook - ELEY Ammunition - ELEYoutdoor - ELEYoutdoorusa
- Twitter - ELEY Ammunition – ELEYoutdoor - ELEYoutdoorusa
- Instagram – ELEY_ltd – ELEYoutdoor - ELEYoutdoorusa



Images: Images and captions will be sent separately if required.

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