



13th July 2018

## **A new age of competition shooting is upon us.**

ELEY® ammunition and USA Shooting have teamed up to bring an exciting new e-elimination 10m air rifle competition to be hosted by ELEY's new dynamic online competition platform, myELEY.com. The Portal e-elimination match registration opened on the 7<sup>th</sup> July and all competition places were filled within 24 hours.

The myELEY platform offers competition organisers the ability to create an online shooting club, invite and accept club members and create online competitions. Club members can register and create a personal dashboard from where they can submit scores, track performance and see competition results instantly.

Michael Atkinson, ELEY's Competition Manager is extremely excited by the partnership with USA Shooting, "myELEY represents a breakthrough in competition organisation and sharing the same goals with a successful organisation like USA Shooting is extremely rewarding. This is just the beginning for myELEY's global shooting network. myELEY is a free platform, and gives everyone a chance to compete against each other globally, from the comfort of their own club."

"We're excited to be able to work together with our friends at ELEY to introduce an exciting new platform that we feel will give our USA Shooting members the opportunity to create world-class competition anywhere at any time," said **Kevin Neuendorf**, USA Shooting Director of Marketing Communications. "We applaud ELEY for their continued desire to progress our sport forward with unrivalled ammunition and technological advances to bring the shooting world closer together."

You can read about the myELEY.com software at the new support website, [www.myELEYSupport.com](http://www.myELEYSupport.com) or sign up online at [www.myELEY.com](http://www.myELEY.com).

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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](http://www.eley.co.uk)

**Social:** Facebook, Instagram, Twitter

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

For further press information please contact:

**Abigail Darke**  
[abigaildarke@eley.co.uk](mailto:abigaildarke@eley.co.uk)  
Tel: +44 (0)121 313 4567

**Michael Atkinson**  
[michaelatkinson@eley.co.uk](mailto:michaelatkinson@eley.co.uk)  
Tel: +44 (0)121 313 4532