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### **Sporting Lead-Free Announces Initiative Launch**

*A movement to go lead-free in the field throughout Wyoming*

**Etna, Wyoming** -- Sporting-Lead Free today announced the launch of their collaborative, voluntary initiative to reduce lead consumed inadvertently by wildlife and people. Sporting Lead-Free is a group of hunters and anglers choosing lead-free in the field and sharing this on-the-ground, pro-outdoor recreation messaging. Their three-pronged approach to achieve positive change highlights the conservation ethics of hunters and anglers and preserves the integrity of the outdoor sports they enjoy.

“The research is clear. Eagles feeding on gut piles and unretrieved game across the world get lead poisoning and using lead-free alternatives solves this issue. It’s time to promote an unbiased, non-political message within our community about the benefits of using lead-free sporting options to preserve both our hunting heritage and amazing Wyoming wildlife,” said Bryan Bedrosian, director and co-founder of Sporting Lead-Free.

Sporting Lead-Free will approach this task by increasing awareness, building community, and partnering with local and national sporting goods retailers to enhance access to lead-free ammunition and tackle. Sporting Lead-Free will:

- increase awareness by hosting shooting demonstrations and presentations about lead vs. lead-free options and developing and distributing high school science curriculum;
- build a community of hunters and anglers that use and promote lead-free ammo and tackle with their friends and family; and
- enhance access by working with sporting goods stores to better identify, stock, and educate customers about lead-free alternatives.

Hunters, anglers and others who are interested in this issue are encouraged to get involved by joining the Sporting Lead Free email list, following the group on social media, subscribing to become a member, or applying to be an ambassador.

For more information on Sporting Lead-Free, visit [www.sportingleadfree.org](http://www.sportingleadfree.org)

**About Sporting Lead-Free:** Sporting Lead-Free’s mission is to encourage the use of lead-free ammunition and tackle in the field and promote the conservation ethics of our sporting communities. Our strategy is to help inform sporting communities about the benefits of using lead-free to support the best choices for themselves, their families, and the environment. We are hunters and anglers passionate about choosing lead-free in the field and share this through on-the-ground pro-outdoor recreation messaging. We are grateful to the [Knobloch Family Foundation](#) for their generous support to design and staff this program.

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