

Shell Shock Technologies, LLC  
90 Gats Way  
Eubank, KY 42587  
[www.shellshocktech.com](http://www.shellshocktech.com)  
[Peter@shellshocktech.com](mailto:Peter@shellshocktech.com)

PR Contact :  
Laura Burgess Marketing  
P: 603-682-3316  
[ashley@lauraburgess.com](mailto:ashley@lauraburgess.com)

FOR IMMEDIATE RELEASE

## Shell Shock Technologies Announces Online Auction to Benefit Legends and Heroes Shootout Charity Event

*The online-only auction features an exclusive selection of signed memorabilia by MLB legends, military artwork, and unique hand-crafted items to raise funds for K9 Heroes 4 Heroes and the NRA.*



Eubank, KY (April 2025) – [Shell Shock Technologies](http://www.shellshocktech.com), LLC. (SST), a leading innovator in the ammunition industry, is proud to announce the launch of its Online Only Auction in support of its [1<sup>st</sup> Annual Legends and Heroes Shootout](#), a premier two-day charity event dedicated to supporting veterans and first responders. The auction features an exclusive selection of military artwork, collector's items, unique experiences, and signed sports memorabilia from MLB legends. Bidding is now open and will close on April 28, 2025. All proceeds from the auction will benefit [K9 Heroes 4 Heroes](#), which provides service dogs to veterans and first responders at no cost,

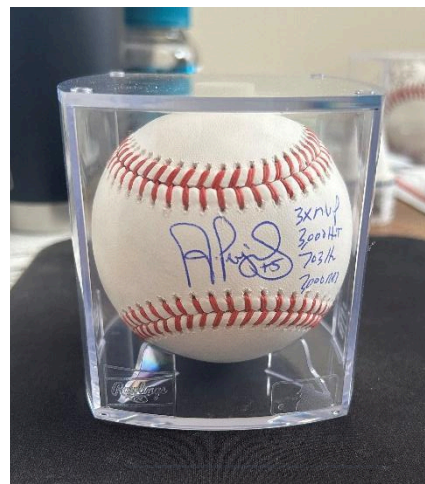
and the [NRA](#), which offers mental health services, career transition assistance, and critical resources to veterans and their families.

“This auction is an opportunity to own exclusive collector’s items while supporting an incredible cause,” commented [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “Every bid helps provide vital resources for veterans and service dogs through K9 Heroes 4 Heroes and the NRA.”

**Auction items include:**

- **Exclusive MLB Legends Signed Baseballs by:**

- *Raúl Ibañez* – A 2009 World Series contender and MLB All-Star. Over his 19-season career, Ibañez racked up over 2,000 hits and 300 home runs.
- *Jayson Werth* – A key player in the Philadelphia Phillies’ 2008 World Series Championship run. Over his 15-season career, Werth earned two Silver Slugger Awards (2009, 2010) and was named a 2009 All-Star.
- *Plácido Polanco* – A 2x MLB All-Star and the only player in MLB history to win Gold Gloves at both second and third base. Over his 16-season career, Polanco was known for his elite defense, clutch hitting, and leadership, playing a key role in the 2006 ALCS MVP run that helped the Detroit Tigers reach the World Series.
- *Adrián Beltré* – One of the greatest third basemen to ever play the game. A 4x MLB All-Star (2010, 2011, 2012, 2014) and 5x Gold Glove winner, Beltré combined elite defense with power at the plate, finishing his career with 477 home runs and over 3,000 hits – a milestone achieved by only a select few in baseball history.
- *Albert Pujols* – One of the greatest hitters of all time. A 3x MVP (2005, 2008, 2009) and 2x World Series Champion (2006, 2011), Pujols finished his career with over 3,384 hits, 703 home runs, and 2,218 RBIs, securing his place as one of the game’s all-time greats.
- *Max Scherzer* – One of the most dominant pitchers of his generation, Scherzer is a 3x Cy Young Award winner, an 8x All-Star, and a 2019 World Series Champion with the Washington Nationals. With over 3,000 career strikeouts, multiple no-hitters, and a reputation as one of baseball’s toughest aces, his legacy is cemented among the game’s elite.



- **Military-Themed Signed Prints and Drawings by Stuart Brown**

- *“Contact Front”* – A powerful limited-edition print capturing a Marine Corps Fire Team in Helmand Province, Afghanistan.
- *“Brothers in Arms”* – A detailed pencil drawing depicting four soldiers in front of a military helicopter.
- *“Paratroopers Answering the Call”* – Honoring the 82<sup>nd</sup> Airborne Division, featuring generations of paratroopers standing ready for battle.

- *“Relentless Pursuit”* – A striking portrayal of modern warfare, featuring special operations forces in action.
- **One-of-a-Kind Collectibles and Experiences**
  - *Original Oil Painting of MPC Layka* – A hand-rendered portrait honoring the legendary multi-purpose canine, created by artist David Holzemer.
  - *Dormie Network Stay & Play Package* – A two-day, one-night golf getaway for four at an exclusive private golf club.
  - *Handcrafted Legends & Heroes Decanter* – A stunning 14” decanter made in England, presented in a custom wooden case.
  - *Handmade Valor Board* – A laser-engraved tribute to K9 heroes and veterans, featuring the “Heeling is Healing” motto.
  - *Commemorative Legends & Heroes Slate Coaster Set* – An exclusive set of eight laser-engraved coasters crafted from premium natural slate.

All winning bids are subject to a 12% buyer’s premium, ensuring that 100 percent of proceeds directly support the benefitting charity. If you would like to donate an item to be included in the online auction, please contact Foss at [peter@shellshocktech.com](mailto:peter@shellshocktech.com).



The Legends and Heroes Shoutout will feature two days of exciting activities, starting on April 27, 2025, with the Range Day. Taking place at [Markham Park Shooting Range](#) in Sunrise, Florida, from 10 am to 3 pm, participants will have the opportunity to engage in dynamic shooting competitions using Shell Tech’s cutting-edge precision [pistol and rifle ammunition](#). Instruction will be led by Jake Holt, a well-known firearms social media influencer from [Regional Operations](#). [Desert Tech](#), a Shooting Range Event Partner, will be providing a rifle demonstration featuring its latest innovative and custom weaponry. Competition prizes will be awarded from [Four Brothers Custom Gun Holsters](#) and [Heritage Distilling Company](#). The overall winner of the shooting

competition will win the Grand Prize, which is an automatic entry into the [NRA World Shooting Championship](#), where over 500 of the world’s top shooters compete for cash and prizes totaling over \$250,000.

The second day, April 28, 2025, focuses on the charity golf tournament at [The Club at Weston Hills](#) in Weston, Florida. This tournament will feature a scramble-style format with multiple contests and challenges, including four separate hole-in-one contests with total prizes valued at \$55,000 and a unique AR-15-style golf ball launcher experience. Participants can use this innovative launcher to tee off on a select Par 4, adding something different to the competition. The tournament will conclude with an outdoor grill lunch, an open bar, and an awards ceremony, as well as an online auction featuring exclusive memorabilia and sponsor-donated items. There will also be a Whiskey Tasting featuring Service to America SALUTE™: War Dogs™ Edition, Kentucky Straight Bourbon Whiskey by Heritage Distilling Co. Inc. This “Whiskey That Honors the Worthy”™, aged 5 years (35 in dog years) and bottled at 98.6 proof, honors our US Military Working Dogs.

Sponsorship opportunities are available, offering high-impact brand exposure and networking opportunities, from Gold to Premier level, as well as several Golf Specific Sponsorship options. For those interested in

participating, more information can be found [here](#). For more information about sponsorship opportunities, participant registration, or general inquiries, please contact [Foss](#) at [peter@shellshocktech.com](mailto:peter@shellshocktech.com).

Keep up with Shell Tech's advanced ammunition on the [website](#) and social media platforms: [Facebook](#), [Instagram](#), and [YouTube](#).

#### **About Shell Shock Technologies and Shell Tech Ammo:**

[Shell Shock Technologies, LLC](#) (SST), headquartered in Eubank, Kentucky, is a leading innovator in advanced ammunition case design and manufacturing. Since 2015, Shell Shock has supplied hundreds of millions of high-performance cases to commercial ammunition companies, U.S. defense contractors, and international defense allies. The company's patented, lightweight, and durable cases are engineered to enhance precision, reliability, and functionality across a variety of applications. Expanding on this legacy, Shell Shock introduced Shell Tech, a new line of factory-loaded, hand-inspected ammunition designed for hunters, sports shooters, and defense professionals. Produced at our Calhoun, Georgia facility, Shell Tech ammo brings unmatched quality, accuracy, and consistency directly to consumers.

Committed to ongoing innovation, Shell Shock's engineers continually develop advanced materials and processes, including pioneering lightweight ammunition links for belt-fed machine guns. With a focus on performance, dependability, and customer satisfaction, Shell Shock and Shell Tech set a new standard in ammunition technology.

For more information, please visit [www.shellshocktechnologies.com](http://www.shellshocktechnologies.com) or follow us on Instagram at [@shellshocktech](#).