

Shell Shock Technologies, LLC
90 Gats Way
Eubank, KY 42587
www.shellshocktech.com
Peter@shellshocktech.com

PR Contact :
Laura Burgess Marketing
P: 603-438-9052
ashley@lauraburgess.com

FOR IMMEDIATE RELEASE

First Annual Legends and Heroes Shootout Charity Event Wraps Up with Unforgettable Weekend Honoring Veterans and First Responders

Shell Shock Technologies and sponsors celebrate community, camaraderie, and charitable giving at the shooting and golf charity event.



Eubank, KY (May 2025) – [Shell Shock Technologies](http://www.shellshocktech.com), LLC. (SST), a leading innovator in the ammunition industry, proudly concludes the inaugural [Legends and Heroes Shootout](#), a two-day charity event held April 27 – 28, 2025, benefiting [K9 Heroes 4 Heroes](#) and the [NRA](#). Held at [Markham Park Shooting Range](#) and [The Club at Weston Hills](#) in Florida, the event brought together veterans, first responders, MLB legends, industry leaders, and supporters for a high-energy weekend filled with purpose and celebration. All net proceeds from the event will directly benefit K9 Heroes 4 Heroes and the NRA, providing essential resources, mental health support, and transition services to veterans and first responders nationwide. Watch a video of the

event here: https://youtu.be/ADDyCyzMjHA?si=51Z_5DU4hfhSMoiC.

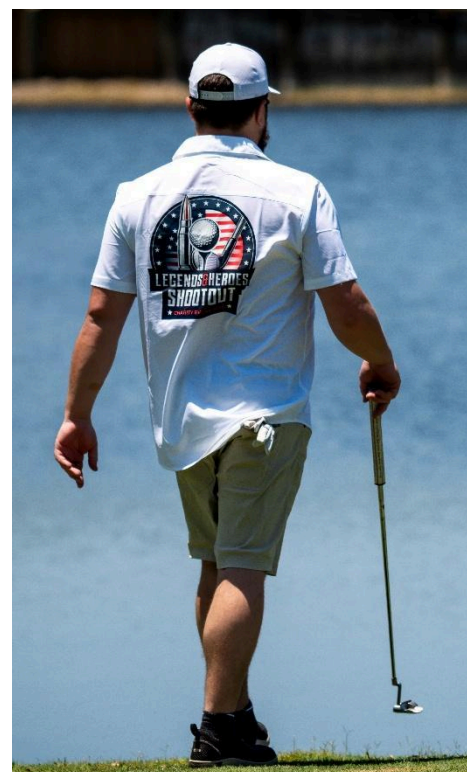
“I could not be more pleased,” commented [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “Considering this was our first annual event, the turnout, the excitement, and most importantly, the support for our veterans and first responders exceeded all expectations. This weekend was meaningful in every way — from the action on the range to the connections made on the golf course. We’re already looking forward to making next year even bigger.”



Attendees kicked off the weekend at Markham Park Shooting Range with hands-on shooting experiences using Shell Tech’s advanced precision ammunition and [Desert Tech](#)’s innovative bullpup rifles. With instruction led by industry influencer Jake Holt of [Regional Operations](#), participants engaged in dynamic range competitions, showcasing reload techniques, ergonomics, and the unique capabilities of bullpup platforms. Prizes from [Four Brothers Custom Gun Holsters](#) and [Heritage Distilling Company](#) were awarded, and the grand prize included automatic entry into the [NRA World Shooting Championship](#).

On Monday, the action shifted to The Club at Weston Hills for a scramble-format golf tournament, where participants enjoyed contests, raffles, and even launched golf balls downrange using a custom AR-15-style launcher. After the round, guests enjoyed a high-end lunch starting with a cocktail reception and appetizers, followed by carving stations and gourmet fare, open bar, and a whiskey tasting featuring Heritage Distilling’s Service to America SALUTE™: War Dogs™ Edition Bourbon, followed by an awards ceremony and silent auction filled with exclusive memorabilia.

The tournament concluded with a victory by team Placido & The Pitching Wedge, comprised of MLB greats Placido Polanco and “El Duque” Hernandez, and Juan Munoz and Rafael Acevedo, whose competitive spirit and camaraderie embodied the event’s purpose of giving back.



Throughout the weekend, participants had the chance to meet and interact with members of K9 Heroes 4 Heroes, learning about its mission to provide trained service dogs to veterans and first responders at no cost. These dogs play a vital role in helping our heroes reintegrate into civilian life and maintain their independence. Their presence brought a deeper level of understanding and appreciation to the weekend's efforts.

Shell Shock Technologies extends sincere thanks to all of the event sponsors who made the Legends & Heroes Shootout possible: Heritage Distilling Company, Inc., Four Brothers Inc., Regional Operations, Desert Tech, The Travelers, USI Insurance, Thill Inc., Supple LLC, Back In Black Inc., Restore the American Dream Foundation, BlackArc Munitions, Metallon, Liberty Turned Components, UniMetal, Liberty Ammunition, Carby Corp, IMS Marketing, Meyer Enterprises, Icon Racing, Sadlak Manufacturing and Stewart EFI.

Shell Shock Technologies is excited to announce that the 2nd Annual Legends & Heroes Shootout will return to Markham Park and The Club at Weston Hills on March 22 – 23, 2026. There will be more opportunities to sponsor and exhibit your brands during the Range Day portion of the event. Save the date and reach out to Foss at peter@shellshocktech.com to learn how your brand can get involved.

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 or follow us on Instagram at [@shellshocktech](#).