

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

Shell Tech™ Announces Dates and Venue for the 2026 Legends & Heroes Shootout

Second annual event returns to South Florida March 20 – 21, 2026, adding the Navy SEAL Foundation as its newest charity and setting a \$50K fundraising goal.



Eubank, KY (January 2026) – Shell Tech™, the ammunition branch of [Shell Shock Technologies](#), LLC. (SST), a leading innovator in the ammunition industry, is proud to announce that the [Shell Tech Legends & Heroes Shootout](#) will return for its second year from March 20 – 21, 2026, expanding its mission with the addition of the [Navy SEAL Foundation \(NSF\)](#) as a beneficiary and establishing a minimum fundraising goal of \$50,000. All net proceeds from the event will directly benefit [K9 Heroes 4 Heroes](#), which provides service dogs to veterans and first responders, and the Navy SEAL Foundation (NSF), which provides critical support for the warriors, veterans, and families of Naval Special Warfare. This year's goal is intended to fully fund a trained service dog for a Navy SEAL in need – a tangible, life-changing outcome the event aims to

deliver. The event brings together firearms manufacturers, industry leaders, veterans, corporate partners, and Major League Baseball stars for a two-day charity event designed to showcase innovation, strengthen community partnerships, and support veteran-focused organizations.

The event begins Friday, March 20, at [Markham Park Shooting Range](#) in Sunrise, Florida, with Shell Tech securing the entire facility for a private industry-focused range day. A 100-yard range has been reserved exclusively for attendees, the shooting community, and corporate sponsors who wish to display their products. Attendees will experience live-fire demonstrations from leading firearms manufacturers and opportunities for attendees to interact with top brands and athletes. There will also be a Steel Challenge 9mm pistol competition powered by Shell Tech's NAS³™ performance ammunition. Prizes include gear and giveaways from [Four Brothers Custom Gun Holsters](#) and [Heritage Distilling Company's](#) War Dog Whiskey and Salute Series Bourbon. The Grand Prize is a firearm and ammunition



prize package (to be announced at a later date). [Regional Operations](#) and firearms media personality Jake Holth will host the event. There is no general admission charge to attend the range day.

Following the range day, sponsors and special guests will gather for an evening cocktail reception at the AC Hotel at Sawgrass Mills, just minutes from the range. This will provide a more relaxed networking environment for industry leaders, athletes, and veteran advocates to unwind and relax over drinks and light fare.

On Saturday, March 21, the Legends & Heroes Shootout moves to [Trump National Doral](#) in Miami for a limited-entry charity golf event, hosted by MLB Legend Raul Ibanez. The tournament will feature a fun and competitive scramble-style format. This event is limited to eight total foursomes, including Shell Tech leadership, MLB legends, and up to five corporate sponsor teams. The tournament will conclude with cocktails, an outdoor grill lunch, and an awards presentation. There will also be a whiskey tasting held by Heritage Distilling Company.

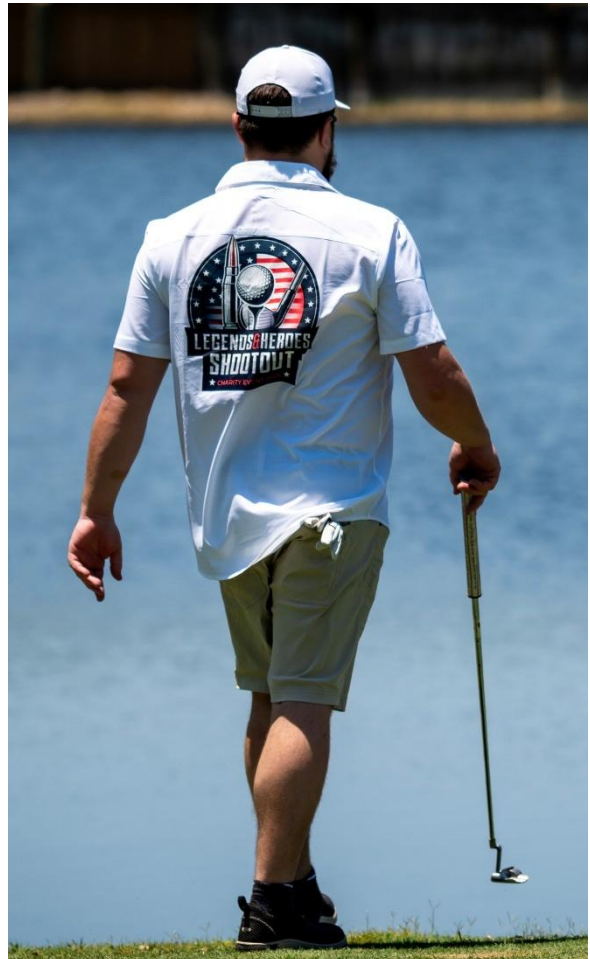
“The Legends & Heroes Shootout is about more than marksmanship and networking; it’s about rallying our industry to make a measurable difference,” commented [Peter Foss](#), Managing Partner and CEO of Shell Shock Technologies. “With the Navy SEAL Foundation joining K9 Heroes 4 Heroes as a beneficiary, our \$50,000 fundraising goal reflects the commitment to support the warriors and families who sacrifice for this nation.”

Celebrity participants confirmed to support the 2026 event include MLB Hall of Famer Adrian Beltre, Three Time World Series Champion “El Duque” Hernandez, World Series Champion Raul Ibanez, World Series Champion Jayson Werth, MLB Gold Glove Winner Placido Polanco, Two-Time World Series Champion and Three-Time MVP Albert Pujols, and Three-Time Cy Young Award Winner and World Series Champion Max Scherzer, among others.

Sponsorship opportunities are now available, with tiers ranging from Gold to Premier, offering exclusive branding, product placement, and VIP access. Custom donor tiers are also available. All net proceeds will benefit K9 Heroes 4 Heroes and the Navy SEAL Foundation, with a minimum fundraising goal of \$50,000. For sponsorship inquiries or additional event information, please contact Foss at peter@shellshocktech.com.

Watch a video from last year’s event here: https://youtu.be/ADDyCyzMjHA?si=51Z_5DU4hfhSMoiC.

Keep up with Shell Tech's advanced ammunition on the [website](#) and social media platforms: [Facebook](#), [Instagram](#), [X \(formerly Twitter\)](#), 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](https://www.instagram.com/shellshocktech).