



FOR IMMEDIATE RELEASE
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CHRIS AND MICHELLE CERINO BRING THEIR TALENTS TO AGUILA AMMUNITION

CONROE, TEXAS- April 10th, 2018 – Texas Armament & Technology (TxAT) and Aguila Ammunition are proud to announce the addition of powerhouse shooting couple, Michelle and Chris Cerino. The Ohio natives join Aguila Ammo’s shooting team as Brand Ambassadors.

“Michelle and Chris truly enjoy sharing their love of shooting, and it’s very well known,” explains Kristi Heuring, Director of Marketing for TxAT/Aguila Ammunition. “ Not only the Aguila team, but our entire industry is lucky to have such devoted and notable trainers promoting our shooting sports.”

“For Cerinos, it’s a family affair. We enjoy shooting together and hunting together. It’s what we do for fun,” says Chris Cerino. “It’s important that we work with companies that also embrace shooting sports as a family tradition.”

Chris Cerino is most recognized as the competitor that came in 2nd place in both Top Shot season 1 and Top Shot All Stars. He is a field host of Gun Talk TV, Guns and Gear and is a trainer on The First Person Defender series on Gun Talk’s YouTube page. He is also an internationally known firearms instructor who has been training law enforcement officers, military operators and civilians for more than 18 years.

Michelle Cerino is the president of Chris Cerino Training Group, LLC, the company she built with her husband, Chris, in 2011 and is a trainer for the company. She’s also the managing and social media editor for *Women’s Outdoor News*, pens the monthly training column in *Gun World Magazine*, has her own website, “Princess Gunslinger” and freelances for Athlon and other outdoor and firearms publications.

Aside from training, both Chris and Michelle shoot competitively and Michelle loves inspiring women to shoot. “I thought I was out there just vetting my skills as a trainer,” she says, “But soon found out there were ladies looking up to me. I hope to continue to inspire all shooters, women especially.”

“Michelle and I are very excited to be part of the Aguila family this season, “ says Chris. “The south Texas company (TxAT) with an international flair is full of good people. Being part of the firearms industry and the shooting sports is an important part of our lives and we love it.”



About Aguila Ammunition

Aguila Ammunition, founded in 1961, is manufactured in Cuernavaca, Morelos, Mexico by Industrias Tecnos, S.A. de C.V. As one of the largest rimfire manufacturers in the world, Aguila utilizes cutting-edge technology to manufacture quality rimfire, centerfire and shotshell ammunition. Aguila offers a complete range of products for the self-defense, sport shooting, hunting, law enforcement and military markets. Texas Armament & Technology is the exclusive North American distributor for Aguila Ammunition.

About Texas Armament & Technology

Texas Armament & Technology (TxAT) is the exclusive distributor of Aguila Ammunition in the U.S. and Canadian markets. TxAT specializes in distributing high-quality brands around the globe including distribution into the Mexican market. From marketing strategy, planning and implementation to operational optimization and logistics, TxAT has the experience to bring products to market both domestically and abroad, delivering solutions that deliver results.

For more information on Aguila Ammunition, visit the company website at www.aguilaammo.com or contact:

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