

HONORING WOMEN OF THE GUN

In 2021, more than 1 million women purchased their first firearm, representing one third of all new gun owners. **Project ChildSafe**, the firearm safety program of the National Shooting Sports Foundation, has long recognized women and mothers as gatekeepers to firearm safety and welcomes these new women gun owners into the community.

WOMEN OF THE GUN EVENT AT SHOT SHOW 2022

To honor and celebrate women gun owners, Project ChildSafe hosted its fourth “Women of the Gun” event during SHOT Show 2022 in Las Vegas. Hosted in partnership with *Women’s Outdoor News*, the reception **welcomed more than 250 attendees from all over the world**, including some of the biggest names in women’s hunting and shooting sports.

During the reception, Project ChildSafe announced its inaugural **“Woman of the Gun” award honoring Julie Golob** for her contributions to the shooting sports and efforts to promote firearm safety.

Inspired by a successful Women of the Gun event, Project ChildSafe launched a digital advertising campaign, under the same namesake, with the goal of expanding our reach beyond SHOT Show to women gun owners all over the country.



750,000+ WOMEN GUN OWNERS REACHED ACROSS THE NATION

With the goal of raising awareness of firearm safety practices among new women gun owners, Project ChildSafe launched its first-ever Women of the Gun digital campaign targeted to women gun owners. The Facebook and Instagram advertising campaign:

- Reached more than **750,000** women gun owners with firearm safety information
- Earned **2.1 million** digital impressions
- **16,000** social media engagements

...all in just two months.



CONTENT CREATED BY WOMEN, FOR WOMEN

At the core of our Women of the Gun digital campaign were the women gun influencers who shared their words of wisdom with Project ChildSafe:

Barbara Baird, Kia Glenn, Kristy Titus, Lexi Lagan, Ashley Hlebinsky, Helen Moore and Julie Orin

These leaders in shooting sports shared their best tips and advice for fellow women gun owners on the responsibility of safe firearm ownership—which led to the development of the Project ChildSafe blog post, **“Women Firearm Advocates Share 7 Gun Safety Tips”** (shown left).

Thanks to these women’s’ contributions, the blog post help drive more than **11,000 Project ChildSafe website visits** throughout the course of the campaign.