



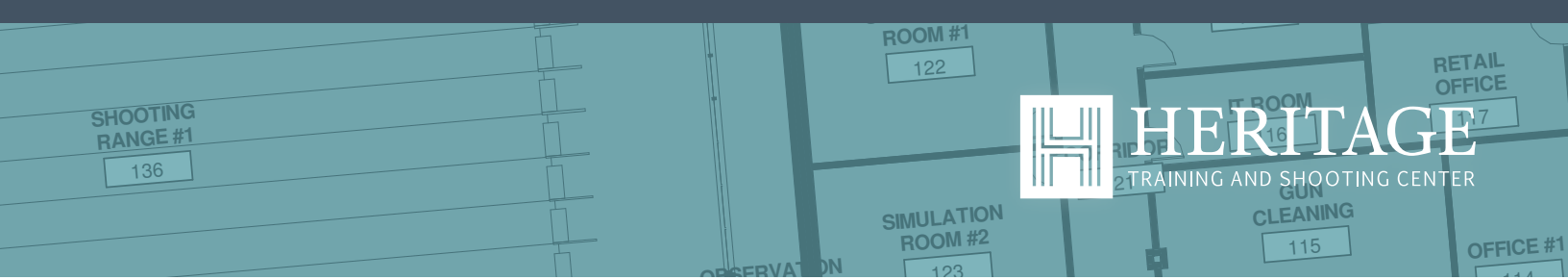
HERITAGE  
TRAINING AND SHOOTING CENTER



HERITAGE

TRAINING AND SHOOTING CENTER

PRESS KIT



# COMPANY SUMMARY

## “ARM YOURSELF WITH EXPERIENCE”

### LOCATION

4537 Metropolitan Court  
Frederick, MD 21701

### OPENING DATE

Early 2015

Heritage Training and Shooting Center is a full-service, personal protection training center, shooting range, and firearms retail store that focuses on safety and education. In offering comprehensive resources for average citizens to enhance their level of protection at home, in transit, and out of the home, Heritage hopes to encourage patrons to take safety personal and explore options to make informed decisions. Our core principle is defining and refining your personal protection.

### MISSION STATEMENT

- To provide an environment conducive for practical down-to-earth personal protection classes, training, equipment, and related services.

### VISION STATEMENT

- To be the premier, all-encompassing personal protection training center.

### VALUES STATEMENT

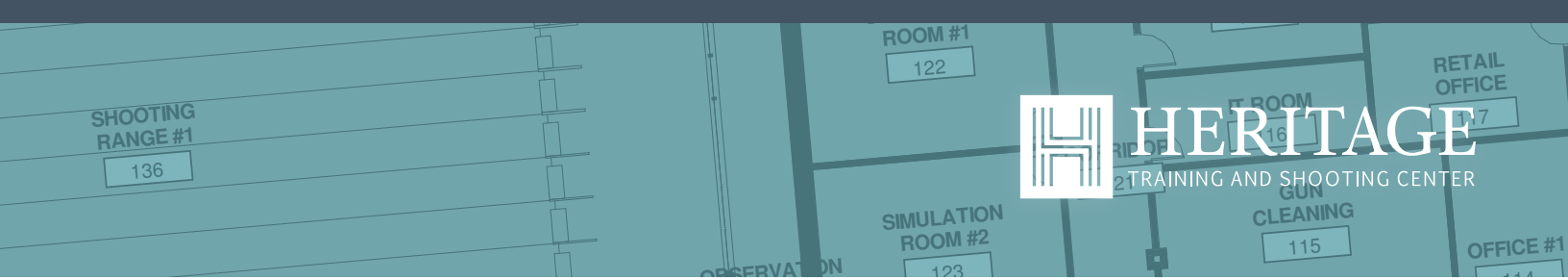
- To deliver outstanding customer service.
- To promote a safe and healthy training environment.

### BUSINESS ASPECTS

- Training center with technologically advanced simulation labs.
- Two state-of-the-art, 25 yard indoor shooting ranges.
- All-inclusive firearm retail center, allowing patrons to purchase or rent personal protection firearms, non-lethal devices, and accessories.

### PRESS INQUIRIES

[press@heritagetrainingcenter.com](mailto:press@heritagetrainingcenter.com)



# TRAINING CENTER

## “DEFENSE IS PERSONAL”

Heritage Training and Shooting Center will offer complete personal protection programs with comprehensive classes and hands-on training for the general population. A complete curriculum will be offered, with courses including crime prevention, non-lethal alternatives, and basic to advanced firearm tactics. Hands-on training will begin in the classroom, proceed to simulation training lab scenarios, and conclude with live fire exercises. Training courses are designed to provide each individual with the knowledge and skills to make well-informed decisions.

### WHAT WE OFFER

- Variety of classes for all skill levels.
- Classes offered several times per year to accommodate schedules.
- Comfortable environment for men and women.
- Women-only courses.
- Hands-on training.
- Two technologically advanced simulation labs.
- Two classrooms fully equipped with audio/visual equipment.
- Experienced and educated staff available to assist and advise.
- Catering kitchen will provide refreshments for classes and events.
- Corporate events and team building opportunities.

### SIMULATION LABS

Heritage will offer two state-of-the-art shooting scenario simulator labs, which feature virtual augmented reality. With high definition scenarios preloaded, surround sound, trainee video/report generation, and low light capability, it will give users experience in specific hazardous situations without surprise, threat, or risk.

### PRESS INQUIRIES

[press@heritagetrainingcenter.com](mailto:press@heritagetrainingcenter.com)



# SHOOTING RANGE

## “ENJOY BUILDING CONFIDENCE”

Heritage Training and Shooting Center will offer a safe, well lighted, and climate controlled environment to make shooting sports more enjoyable. A quiet, acoustical treatment for sound attenuation and reverberation, an easy to use programmable target system, and private ballistic paneled shooting booths will further alleviate any reservations.

### RANGE INFORMATION

The shooting range will include two, twelve lane, handicap accessible, 25-yard indoor firing ranges with completely climate controlled environments. One range will be dedicated for training and one range will always be open to the public. Our ranges are intended for firearms with a personal protection mission.

### RANGE SPECS

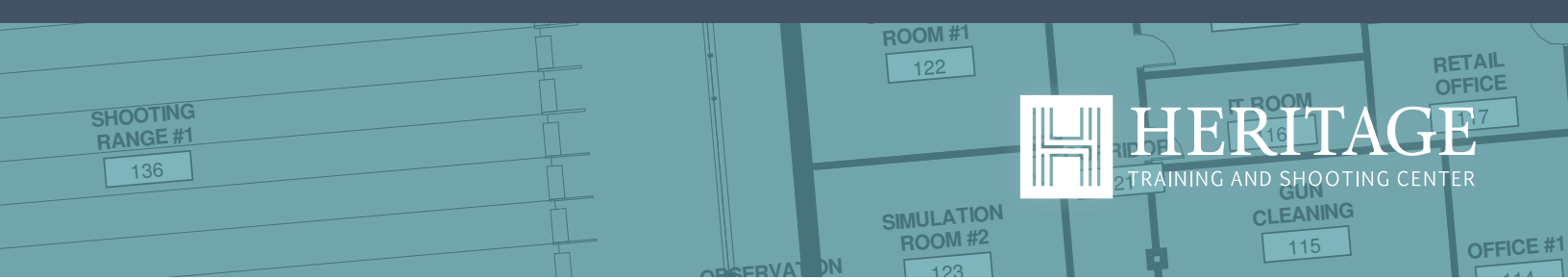
- Ballistic envelope with a combination of steel ceiling baffles, steel safety shield on ceiling, steel wall deflectors, concrete deck over ceiling, 8” concrete filled block walls, and impenetrable shooting booths.
- Impenetrable walls, floors, and ceiling.
- Lighting to approximate daylight.
- Sufficient space for safe firing.
- Ground rubber filled bullet trap to collect projectiles and expended ammunition cases to be recycled by a certified, licensed contractor.
- Acoustical treatment for sound attenuation and reverberation.
- The Target Worx Target Retrieval System, with parts made in the USA, LCD LED backlight technology and a 7” touch widescreen.
- Air cleaning circulation system, air monitoring, exposure monitoring, engineering controls, and work practice controls address inhalation concerns within the ranges.
- Accommodates personal protection handguns, rifles, and shotguns.

### RANGE SUPPORT

Range operations will be controlled by experienced range safety officers who will be available to enforce high safety standards.

### PRESS INQUIRIES

[press@heritagetrainingcenter.com](mailto:press@heritagetrainingcenter.com)



# FIREARMS RETAIL CENTER

## “INVEST INFORMED”

At Heritage Training and Shooting Center we believe that the purchase of a firearm as part of your personal protection plan is an investment and should not be taken lightly. To assist you in selecting the firearm that best suits your needs, Heritage staff will present facts and information, not personal opinions or emotions. We will mentor you through the process of evaluating your need, comfort level, and the firearm capabilities, as well as through the process of purchasing the firearm while abiding by Maryland state regulation.

### **PRO SHOP PRODUCT INFORMATION**

Heritage will offer an inventory of non-lethal devices, personal protection firearms, and accessories for personal protection. We will not stock hunting firearms or accessories.

### **GUN RENTAL**

Heritage will offer an inventory of handguns, rifles, and shotguns to be used solely in our range. Patrons will have the opportunity to test firearms prior to the purchase of a new, similar weapon. Rental selections will primarily be for choosing a weapon for personal defense, training, and recreational shooting. Gun rental fees will be hourly.

### **WHAT YOU NEED TO MAKE A PURCHASE AT HERITAGE**

Heritage follows all Maryland state guidelines for firearms purchases.

### **RETAIL SUPPORT**

All Heritage employees are educated on available products and Maryland state regulations. Staff will be available to assist you on your purchase in an unbiased and professional manner.

### **PRESS INQUIRIES**

[press@heritagetrainingcenter.com](mailto:press@heritagetrainingcenter.com)



**HERITAGE**  
TRAINING AND SHOOTING CENTER

## WHAT YOU CAN EXPECT

Heritage Training and Shooting Center offers an experience like no other. With the most advanced technology available, an educated staff, and a state-of-the-art facility, Heritage allows patrons to arm themselves with experience, take defense personally, enjoy building confidence, and invest informed. At Heritage, you can expect:

### MANAGEMENT AND STAFF

- Give you honest, unbiased opinions to ensure that your investment is suited to your needs
- Education on products and Maryland gun laws is a priority for our staff
- Ensure your experience at Heritage is comfortable and enjoyable

### FACILITY

- Comfortable environment to make training more enjoyable.
- Air filtration keeps the facility clean.
- Contemporary design.
- Look and feel of a corporate training facility, not a gun range.
- Accommodating hours and class schedules.
- Quiet.
- Non-intimidating.

### TRAINING COURSES

- Personal protection courses available for all skill levels.
- Variety of topics.
- Non-lethal and alternative methods of protection offered.
- Engaging and educational.
- Premier training simulator.
- Crime prevention education and training.

### SHOOTING RANGE:

- Two 12 lane ranges.
- Acoustically treated.
- Sufficient space to ensure comfort.
- Range safety officers always present.
- State-of-the-art Target Worx Target Retrieval System.
- Shooting booths designed to accommodate varying shooter heights.
- Handicap accessible.

### FIREARMS RETAIL

- High quality products.
- Diverse inventory.
- Clean displays.
- Comfortable and private purchasing environment.



For Immediate Release:

Heritage Training and Shooting Center to Open Early 2015



*This digital rendering shows the front exterior view and parking lot of Heritage Training and Shooting Center. The building, located on Metropolitan Court, was originally built in 2008 and never occupied. Heritage is expected to open in early 2015. Photo courtesy of Heritage Training and Shooting Center.*

FREDERICK, Md. (September 22, 2014) - Heritage Training and Shooting Center, a unique, full-service personal protection facility featuring a training center, shooting range, and firearms retail store in Frederick, Maryland, is opening in early 2015.

The mission at Heritage is to provide an environment conducive to practical down-to-earth personal protection classes, training, equipment, and related services. Heritage Training and Shooting Center will feature a training center with state-of-the art simulation labs, two indoor shooting ranges, and an all-inclusive firearms retail store. With a focus on education and safety, Heritage has developed a variety of comprehensive classes for all skill levels, ranging from basic to advanced. Classes will progress from classroom learning, to hands-on skills training for real life-scenarios in the simulation lab, and conclude with live firearm exercises on the range. The training programs are designed to provide each individual with the knowledge and skill to make informed decisions regarding personal protection.



The cutting-edge facility is located at 4537 Metropolitan Court, a building originally constructed in 2008 and never occupied. The renovations began July 10, 2014, and when finished, both ranges will offer a completely climate controlled environment. Heritage has made comfort a priority knowing shooting sports are more enjoyable in a pleasant environment.

Waynesboro Construction, also located in Frederick, is currently working on the renovations and build-out. President Greg Brown worked with Heritage to transition the building into a state-of-the-art facility.

“This project is exciting for many reasons,” Brown said. “Most of all the owner’s approach to the project has always been to provide the best training center in the country. It is always exciting to be part of a project that has a goal of being great. And the unique nature of the business and facility, with its many cutting edge technologies, is unlike any other we have worked on.”

Heritage Training and Shooting Center has launched a temporary website where interested individuals can register for updates on the building progress and future opening. The site can be found at [www.heritagetrainingcenter.com](http://www.heritagetrainingcenter.com).

Press Contact:  
Press@HeritageTrainingCenter.com

###