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SilencerCo's "American Gun" Campaign Reveals Diversity of American Gun Owners

July 14, 2021 -- West Valley City, UT -- SilencerCo is excited to launch "American Gun," a series of videos featuring vastly different kinds of gun owners around America that will illustrate the commonality of firearms among people from all walks of life. The first video, "American Gun: The Realtor," will be released, July 14th, 2021, with a series of videos to follow on a monthly basis.

In the premier video, JoAnna, a single mother and real estate professional from North Carolina, tells SilencerCo why she carries concealed. As the youngest of 28 kids, she is the first entrepreneur and first girl in her family to own a gun. When a wave of rape incidents started occurring with real estate agents in her area, JoAnna decided it was time to learn how to protect herself.

"Feeling the power that you have in your hand and what you can do with it is going to make you more of who you already are," said JoAnna. "It's not a weapon against someone, it's protection for myself."

In a time when conversations surrounding firearms are very contentious, SilencerCo has taken it upon themselves to illustrate the true story of the American gun owner. "American Gun" is an intimate look at the foundation of American Freedom, focusing on the right to bear arms and the vast diversity of people that exists among those who support the second amendment across this country.

Each video in the American Gun series will showcase a different perspective from an individual who uses firearms in their daily lives. In order to force more authenticity and leave less room for error, SilencerCo used only film for the still shots included in this project.

"Still photography in the modern day has become synonymous with deception, digital manipulations meant to appear grander than reality," said Jace LeRoy, Photographer and Media Director at SilencerCo. "American Gun is all about the truthful depiction of the typical gun owner in America and capturing their images on film will give the audience a closer look into their lives in a way they are not used to seeing."

These videos will be featured on SilencerCo's YouTube channel and social media platforms. They are meant to be shared and re-shared, sparking an honest conversation surrounding firearms.

To view the first American Gun video, visit <https://youtu.be/CTQOIfo8RaA>.

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SilencerCo

SilencerCo, based in West Valley, UT is the nation's leading designer and manufacturer of suppressors. Since our birth in 2008, our dedication to authenticity and innovation has never wavered. Today, we continue to focus on exceptional customer service and industry-leading products; products that are crafted by people with the utmost dedication to our industry. We are hunters, shooters, and gun enthusiasts, just like you. Our innovative and forward-thinking approach has allowed us to give the firearms industry what many said was impossible. This is what drives us to be better—to be the best. Because you—the shooter, the hunter, the Second Amendment lover—deserve the best.