



PRESS RELEASE

Date: August 31, 2016

Contact: Sheryl Gallup,
Gallup Media Marketing, Inc.
763-300-1132
gallupmedia@comcast.net

Sure-Shot Game Calls® Honored with a Water Tower

Groves, TX – Sure-Shot Game Calls, manufacturer of the world champion Yentzen duck call, has been honored by the city of Groves, Texas with a 100 foot water tower facing Hwy. 73 which will be visible to over 100,000 commuters every day.

“It was about two years ago that I was approached by the City Manager of Groves that the city was interested in placing our Sure-Shot logo on the city’s water tower because we were the most iconic brand in town” said Charlie Holder, president of Sure-Shot Game Calls. “We were humbled by the gesture and are proud that our city has chosen us to represent them.” The water tower will sport the Sure-Shot logo for the next 25 years.

According to Brad Bailey, Mayor of Groves Texas, the Sure-Shot name was an easy choice for the city’s water tower. “Sure-Shot has been a significant business partner in our community for the past 60 years. Their products are second to none and we are proud that they are manufactured right here, one by one, in our own county. Charlie Holder has been a valuable business leader in the community and his company even employs some of our residents.”

The 60+ year old company was founded by James “Cowboy” Fernandez and George Yentzen in Nederland, Texas in the early 1940s. After many prototypes, their first product, the 1950 patented Yentzen, became the very first double-reed duck call introduced to the marketplace. In 1959, Cowboy Fernandez entered several duck calling competitions and both he and the Yentzen Caller became world class champions. Today, Sure-Shot offers over two dozen game calls for waterfowl, predator, deer, and turkey and is a leader in the double-reed and triple-reed call market.

For more information about Sure-Shot’s complete line of game calls, visit their website at www.sureshotgamecalls.com