



# ***Heeding God's Call***

## ***to End Gun Violence***



### **Plunging Sales Leads Top Outdoor Product Firm to Split Off Gun Business**

According to the *New York Times*, a declining stock price, due to plunging gun sales and investor pressure, has led American Outdoor Brands to spin off its Smith & Wesson gun manufacture and sales unit, so to protect the status and image of the many other product lines marketed by AOB. Smith & Wesson guns have been used in several mass shootings in recent years, which could portend image problems for AOB. Also, it appears that more survivors of mass shootings may pursue legal action against Smith & Wesson, and last week's news that the Sandy Hook families may proceed with discovery in their case against the gun maker could also prove problematic for AOB or its gun unit.

[Read the NYTimes report here.](#)

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*Heeding God's Call to End Gun Violence (Heeding)* is a faith-based and grassroots organization devoted solely to saving lives from the uniquely American scourge of gun violence. *Heeding* is headquartered in Philadelphia, with volunteer chapters in the Mid-Atlantic. *Heeding's* activities include using faithful public pressure to persuade gun retailers to eschew sales to those who would resell guns on the street, public interfaith Murder Site Witnesses in effected neighborhoods, installations of Memorials to the Lost™, portable tee-shirt memorials honoring local victims of gun violence and more.

***Heeding God's Call to End Gun Violence™***

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