



*"This was a fabulous first experience hunting turkeys. I was a bit intimidated going into this as I thought I would be out of place. However, the Cabela's Mentors and Karen really did a great job of making everyone feel welcome and comfortable. I had an amazing time with my mentor, Sloan, and although I was a little hesitant about rooming with a stranger, she quickly has become one of my close friends and we still text daily." Jennifer G.*

One of the fastest growing demographics in the outdoors today is women. Knowing this, we decided to partner with an industry leader, Shoot Like A Girl, to help facilitate a trip that could tap into this new base. This company's sole purpose is focused on women in the shooting sports, so who better to work with than them. After talking to the owner/founder, Karen Butler, I knew we had found the right person for the job, as the goal was to deliver a trip they would never forget.

As soon as this trip was launched, it sold out in minutes. The phone lines were burning down and the wait list was forming. Women were excited to see a hunting trip catered to just them. We had ladies from all walks of life book from first timers to well versed. This was very cool to see as the group was going to mold together quite well and help each other out.

After meeting at the Wichita, KS Cabela's, the ladies all toured the SLAG trailer. It's a state-of-the-art exhibit with actual shooting simulators to get ladies hands-on time with a firearm in a controlled setting. A couple hours later the ladies arrived at turkey camp. Bags were unpacked, guns were patterned and the anticipation for the coming days of Rio turkey hunting was building.

What transpired over the next three days can only be described as magical. So many great moments. Highs and lows, the ladies experienced it all together. Several firsts were achieved and with each filled tag, Karen smiled a little more. The gear package, trailer time and incredible turkey hunting was one thing, but the bonds these ladies formed in hunting camp was for sure the highlight of this adventure.

We look forward to working with Karen and her team for all future women's only events.







