

# NSSP and NRA Ambassador

*September 4, 2019*



Since 2008, the National Rifle Association of America (NRA) has hosted a National Youth Shooting Sports Ambassador program. It is the program's mission for its ambassadors to inspire younger individuals nationwide to participate in shooting sports as the next generation of sportsmen and sportswomen.

Sponsored by Brownells, Inc., the program was founded by NRA Youth Program Cooperative Organizations coordinator with the vision of bringing together a team of highly qualified youth representatives from various backgrounds and experiences in the shooting disciplines to motivate other young people to participate in shooting sports.

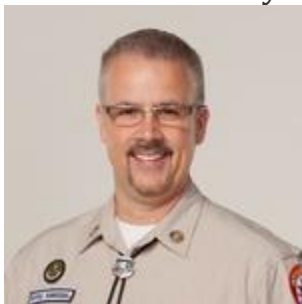
Beginning in 2009, the NRA partnered with other organizations to provide ambassadors to represent both the NRA and their parent organizations nationwide at industry events and through written articles and product reviews. Those organizations included Royal Rangers (National Shooting Sports Programs; NSSP), USA Shooting, National High School Rodeo Association, Boy Scouts of America (BSA), BSA Venturing, and United States Marine Core JROTC.

Through 2018, the NRA and its partner organizations worked diligently in the shooting sports industry and were immensely successful in encouraging youth nationwide to participate in shooting sports and in building relationships with influential companies and organizations within the shooting sports industry.

In 2019, the NRA updated its [requirements](#), making it inclusive of other youth programs and organizations. With this change, applicants are now being accepted directly by the NRA versus being accepted by each partner organization. Although the NSSP and Royal Rangers no longer select a specific ambassador, we still highly encourage eligible young men to apply. More than one Royal Ranger can be selected to serve as an NRA/Brownells Ambassador. Any Royal Ranger chosen as an NRA ambassador will also be recognized by the NSSP and Royal Rangers as a Royal Rangers Shooting Sports Ambassador.

Any high school sophomore, junior, or senior is welcome to apply with these new standards. More info and additional qualifications can be found at <https://youthambassadors.nra.org/>. The NRA is accepting applications August 1 through September 30.

Royal Rangers and the NSSP are thankful for our years of partnership with the NRA and are grateful for the relationships the NRA Ambassador program has kindled. We salute the service of all our past Ambassadors over the years and are thankful for everything they have contributed.



**Karl Fleig**

National Director  
Royal Rangers USA