



NATIONAL RIFLE ASSOCIATION OF AMERICA
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***NRA's Guns & Gold* – NRA's Newest Hit Television Show Scheduled to air December 26th**

Faifax, VA – The National Rifle Association is proud to announce the launch of a new TV Series, [NRA's Guns and Gold](#). *NRA's Guns & Gold* is presented by [Universal Coin & Bullion](#), The Official Rare Coin and Bullion Dealer of the NRA. The show will premiere on December 26 and will air every Monday night at 9pm EST and again at 12:00am EST on [Sportsman Channel](#)-- the leader in outdoor TV for the American Sportsman.

Being billed as *Antiques Roadshow* meets *Pawn Stars*, the new *NRA's Guns & Gold* television show will bring to life both the iconic and obscure brands in firearms history through the fascinating stories told about each antique gun. The show features everyday people who discover their old firearm is worth much more than they imagined – and where others will learn it has only sentimental value. Some of the guns featured in the show have been passed down for generations and include a story as interesting as the gun itself. Viewers will learn what makes an old gun valuable and what they should and should not do to preserve its value.

A special gold segment featured in each episode will include an expert from Universal Coin & Bullion who will examine the special features of those old coins you may have laying around and what contributes to their worth beyond their mere melt value.

Filmed at the NRA Annual Meetings and at the famous Tulsa Gun Show, NRA's own staff experts, Jim Supica, NRA Museum Director, Philip Schreier, NRA Museum Senior Curator and Michael Fuljenz, President of Universal Coin & Bullion, evaluate the guns and gold brought to them from local NRA members and explain what makes each one so unique.

"The NRA is not only the foremost defender of Second Amendment rights, it is a leader in firearms preservation and education," said Jeff Poole, Director of NRA Membership Programs. "*NRA's Guns & Gold* will send viewers scrambling to their closets, safes and gun cabinets in search of the value of their own treasured firearms."

One of the objectives of the *NRA's Guns and Gold* show is to promote the NRA Firearms for Freedom program, which enables gun owners to donate their firearms and other valuable property to the NRA. Some items will become part of the collection at the NRA National Firearms Museum, and others will be auctioned off with the proceeds going to benefit the NRA program of the donor's choice. For more information on this program, visit www.nraff.com.

"While nearly every American Sportsman is aware of what the NRA is doing to preserve our future, we are excited to provide a showcase for what this great organization is also doing to preserve our past." said Gavin Harvey, Sportsman Channel CEO. "Everyone at Sportsman Channel is proud to have a role in the NRA's monumentally important work in celebrating America's firearms history."

Guns reviewed include World War I and World War II relics, centuries old guns, Colt pistols and numerous Winchester pieces. Gold coins reviewed include a rare double eagle gold piece, a Liberty gold piece, an Indian gold piece and ageless silver dollars.

For more information about *NRA's Guns & Gold* and to see a special preview go to www.nragunsandgold.com.