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## **ProForce appoints Mikey Lucci as Brea, Assistant Store Manager.**

**Immediate Release  
April 2017**

**PRESCOTT, ARIZONA** – ProForce Law Enforcement is pleased to announce the promotion of Mikey Lucci to the position of “Assistant Store Manager” at our Brea, CA location.

Mikey joined Proforce as a Sales Specialist in January 2016, with several years experience working in the commercial side of the firearms industry. Due to Mikey’s strong organizational, communication, and task management skills, she moved into the administrative area helping to run our Store in Brea, California almost instantly. When the position of “Assistant Store Manager” became available, it was a natural choice to promote Mikey to that post.

“We are very pleased to have Mikey on the ProForce team as our new Assistant Store Manager”, stated Mike Massimo, Executive Vice President of ProForce. “With her attention to detail, communication skills and sales experience I believe Mikey will be a valuable asset to our Brea team in her newly appointed role. With her help, we anticipate the continued growth and success of our California store,” Massimo added.

ProForce Law Enforcement is a major distributor of law enforcement firearms and equipment. The company sells exclusively to law enforcement agencies, individual officers, active and retired military professionals, security personnel, medical first responders and fire professionals. ProForce has operations in Prescott, Arizona and Brea, California with traveling law enforcement agency sales representatives throughout the Western United States. The company features an excellent selection of products from top manufacturers such as Taser, Glock, Remington, Safariland, Smith & Wesson, Bushmaster, Colt, H&K, Beretta, Surefire, Ruger, Springfield, Sig Arms, EOTech, Aimpoint, Magpul, Streamlight, FN America, Trijicon, UTM and many more.

For information about ProForce, or its products, please visit our website [www.proforceonline.com](http://www.proforceonline.com) call (800) 367-5855 or email [sales@proforceonline.com](mailto:sales@proforceonline.com)

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