

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported)  
April 11, 2012**

**STURM, RUGER & COMPANY, INC.**  
(Exact Name of Registrant as Specified in its Charter)

**DELAWARE**  
(State or Other Jurisdiction of  
Incorporation)

**001-10435**  
(Commission File Number)

**06-0633559**  
(IRS Employer Identification  
Number)

**ONE LACEY PLACE, SOUTHPORT, CONNECTICUT 06890**  
(Address of Principal Executive Offices) (Zip Code)

Registrant's telephone number, including area code **(203) 259-7843**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

## **Item 8.01 Other Events**

On April 11, 2012, Sturm, Ruger & Company, Inc. (the “Company”) issued a press release announcing that it has completed the fourth and final quarter of its “1.2 Million Gun Challenge to Benefit the NRA.” During the quarter ended March 31, 2012, Ruger sold 382,500 firearms. During the year-long challenge, Ruger donated a total of \$1,254,000 to the NRA. A copy of the press release is furnished as Exhibit 99.1 to the Current Report on Form 8-K and incorporated herein by reference.

## **Item 9.01 Financial Statements and Exhibits**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release of Sturm, Ruger & Company, Inc. dated April 11, 2012, announcing the completion of the fourth and final quarter of its “1.2 Million Gun Challenge to Benefit the NRA.”

### **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

STURM, RUGER & COMPANY, INC.

By: /S/ THOMAS A. DINEEN  
Name: Thomas A. Dineen  
Title: Principal Financial Officer,  
Principal Accounting Officer  
Treasurer and Chief Financial  
Officer

Dated: April 11, 2012



# STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

FOR IMMEDIATE RELEASE

For further information contact:

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## **Ruger Delivers on the “1.2 Million Gun Challenge to Benefit the NRA”**

Southport, CT, April 11, 2012 – Sturm, Ruger & Co., Inc. (NYSE: RGR) completed the fourth and final quarter of its “1.2 Million Gun Challenge to Benefit the NRA.” During the quarter ended March 31, 2012, Ruger sold 382,500 firearms. During this year-long challenge, Ruger donated a total of \$1,254,000 to the NRA.

We believe that Ruger is the first firearms manufacturer to build and ship more than one million firearms in one year. Ruger CEO Mike Fifer commented on this historic accomplishment, “We achieved this milestone because of the strong support of our loyal consumers. Everyone who purchased a Ruger during the past year contributed to this achievement and should take pride in making history.”

Cassie Evins, the winner of Ruger’s “I Took The Challenge” contest, will represent all of our loyal customers when she joins Mike Fifer at the NRA Annual Meeting to present the final check as part of Ruger’s pledge to donate one dollar to the NRA for every gun sold during the year-long challenge.

For further information about Ruger, please visit [Ruger.com/Million](http://Ruger.com/Million) or [Facebook.com/Ruger](https://www.facebook.com/Ruger).

### About Sturm Ruger

Sturm, Ruger was founded in 1949 and is one of the nation’s leading manufacturers of high-quality firearms for the commercial sporting market. Sturm, Ruger is headquartered in Southport, CT, with manufacturing facilities located in Newport, NH and Prescott, AZ.

*The Company may, from time to time, make forward-looking statements and projections concerning future expectations. Such statements are based on current expectations and are subject to certain qualifying risks and uncertainties, such as market demand, sales levels of firearms, anticipated castings sales and earnings, the need for external financing for operations or capital expenditures, the results of pending litigation against the Company, the impact of future firearms control and environmental legislation, and accounting estimates, any one or more of which could cause actual results to differ materially from those projected. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date made. The Company undertakes no obligation to publish revised forward-looking statements to reflect events or circumstances after the date such forward-looking statements are made or to reflect the occurrence of subsequent unanticipated events.*

Sturm, Ruger & Co., Inc. “Arms Makers for Responsible Citizens”<sup>®</sup>