

STURM RUGER & CO INC  
Form 8-K  
January 12, 2012

**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)**

**January 12, 2012**

**STURM, RUGER & COMPANY, INC.**

(Exact Name of Registrant as Specified in its Charter)

**DELAWARE**

**001-10435**

**06-0633559**

(State or Other Jurisdiction of  
Incorporation)

(Commission File Number)

(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))

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**Item 8.01**

**Other Events**

On January 12, 2012, Sturm, Ruger & Company, Inc. (the Company ) issued a press release announcing that it has completed the third quarter of its Million Gun Challenge to Benefit the NRA. Ruger sold 315,100 firearms during the quarter ended December 31, 2011, and in turn will present the NRA with a check for \$315,100 as part of its pledge to donate one dollar to the NRA for every gun sold during the year-long challenge. 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**

Exhibit No.

Description

99.1

Press release of Sturm, Ruger & Company, Inc. dated January 12, 2012, announcing the completion of the third quarter of its 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: January 12, 2012

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