HENRY REPEATING ARMS
107 W Coleman Street, Rice Lake, WI 54868

FOR IMMEDIATE RELEASE

Henry Repeating Arms Donates 50 Custom Rifles to Benefit Texas Teen Battling Leukemia

"Team Keane" rifle series is expected to raise over $35,000 for Keane Rhodes of Universal City, TX

RICE LAKE, Wis., June 26, 2025 — Henry Repeating Arms, one of the country's leading firearms manufacturers, is stepping up to support 13-year-old Keane Rhodes of Universal City, Texas, who is currently undergoing aggressive treatment for ALL T-cell leukemia. Diagnosed on New Year's Day, 2024, Keane faces at least two years of chemotherapy, radiation, and countless trips to Methodist Children's Hospital of San Antonio.

To help offset the family's growing medical expenses, Henry Repeating Arms donated a limited-edition run of fifty "Team Keane" Golden Boy .22 lever-action rifles through its Guns For Great Causes charitable branch, with 100% of the proceeds donated directly to Keane's family. The first and last serial numbers are now available in online auctions until July 9 at 9:00 PM Eastern. The remaining rifles are available for purchase online. All firearm purchases must ship to a federally licensed firearms dealer.

Keane is an avid athlete and outdoorsman who dreams of becoming a professional baseball player or a pyrotechnical engineer one day. Throughout his diagnosis and treatments, he remains in high spirits, surrounded by a loving community of friends, teammates, and family.

"Keane's story is one of incredible bravery and resilience, and it's our honor to rally behind him and his family during his fight," said Anthony Imperato, Founder and CEO of Henry Repeating Arms. "This young man's potential is boundless, and I hope to see his name on the back of a professional jersey one day. On behalf of everyone at Henry, I send a heartfelt thanks to all who choose to join Team Keane with the purchase of one of these rifles."

Built on Henry's award-winning Golden Boy .22 platform, the rifles feature a polished Brasslite receiver, octagon barrel, and genuine American walnut stocks. The buttstock is engraved and finished in full color with custom artwork honoring Keane's passions, including football, baseball, hunting, and fishing, as well as his nickname, "Honey Badger," earned on the football field for his fearless play style. Each rifle bears unique serial numbers ranging from TEAMKEANE01 through TEAMKEANE50. Baron Engraving of Trumbull, Connecticut, donated the artwork and engraving services.

For more information about the "Team Keane" rifle, visit henryusa.com/team-keane.

To learn more about Henry Repeating Arms, its products, and its Guns For Great Causes charitable endeavors, visit HenryUSA.com and order a free catalog.

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ABOUT HENRY REPEATING ARMS
Henry Repeating Arms is one of the leading firearm manufacturers in the United States and a world leader in the lever-action category. The company's motto is "*Made in America, Or Not Made At All.*" Every Henry firearm comes with a Lifetime Warranty and a 100% Satisfaction Guarantee backed by award-winning customer service. Henry Repeating Arms employs over 800 people and has 400,000 sq. ft. of manufacturing space in Rice Lake and Ladysmith, Wisconsin. The company is also known for its Guns for Great Causes charitable program, which focuses on assisting the families of sick children, children's hospitals, military veteran organizations, law enforcement, first responder groups, Second Amendment advocacy groups, and wildlife conservation organizations. The company is named in honor of Benjamin Tyler Henry, who invented and patented the Henry lever action rifle in 1860 – the first practical repeating rifle and America's unique contribution to the international stage of firearms design. Visit Henry Repeating Arms online at henryusa.com, on Facebook, X, and Instagram.

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PHOTO CAPTION(S)

Henry-GFGC-Keane-Rhodes.jpg:
Keane Rhodes was diagnosed with ALL T-cell leukemia on New Year's Day in 2024. Henry's Guns For Great Causes initiative is expected to raise over $35,000 for his medical expenses. (Shannon Rhodes)

Henry-GFGC-Team-Keane-Rifle.jpg:
The limited-edition series of fifty Henry "Team Keane" Golden Boy .22 rifles features engraved and colored artwork inspired by the passions of 13-year-old Keane Rhodes of Universal City, Texas.