

## **Tactical Defense Nominated for Blades Ecommerce Award for Most Compelling Story**

*Tactical Defense has been named one of five finalists in the category of Most Compelling Story for its ecommerce store.*

Tactical Defense has been nominated for Most Compelling Story in the 2014 Blades Awards for their unique story about selling online. The winner will be announced at The Blades Awards banquet during MivaCon 2014, Miva Merchant's 14<sup>th</sup> annual conference, on Thursday, March 6th, 2014.

MivaCon 2014 will take place in San Diego, CA, March 5– 7, 2014, at the Hyatt Regency La Jolla. The annual ecommerce event, hosted by Miva Merchant, draws hundreds of B2B and B2C storeowners with content-rich, actionable information to help grow and improve their online businesses.

Right after Sept 11<sup>th</sup>, 2001, Tom Schreiber decided to change his life and do something more along the lines of helping his country and fellow Americans, so he joined the Department of Homeland Security United States Coast Guard. In 2005, Schreiber created the website TacticalDefense.com in order to partner up with one of his Counter Terrorism Instructors and offer training. What started out as a training website quickly gained momentum with the introduction of retail.

Tactical Defense will be recognized at the Blades Awards, along with other merchants that have achieved excellence in ecommerce. To qualify for "Most Compelling Story," the store must have a unique and compelling story about how they got their start, and the obstacles that they overcame to turn their entrepreneurial dreams into reality. The other categories include Best Website of 2013, Best Feature, and Most Innovative Product.

"The Blades Awards are a way to honor and recognize outstanding ecommerce retailers that are developing new and innovative ways to use Miva Merchant's robust ecommerce platform to achieve online success," said Rick Wilson, President of Miva Merchant. "Each of The Blades Awards nominees are notable ecommerce players that are leading the way in the new era of ecommerce, and we are excited to showcase them at MivaCon 2014."

Those interested in learning more about attending MivaCon 2014 and the Blades Awards can do so by visiting [www.MivaCon14.com](http://www.MivaCon14.com).

About Tactical Defense:

Tactical Defense offers a wide variety of Tactical Gear for Military and Law Enforcement, Fire Rescue, Search and Rescue Gear plus shop for Navigational Systems and integrated digital Security Measures. Tactical Defense also sells a selection of Tactical Equipment for the Preservation of Self and Others, Self Defense, Rescue and Recreation Products. For more information about Tactical Defense, please visit <http://tacticaldefense.com/>.

About Miva Merchant:

Miva Merchant, located in San Diego, CA is a leading ecommerce solution consisting of PA-DSS validated shopping cart software, PCI compliant ecommerce hosting, credit card processing services and custom website design and development for businesses looking to sell online. Over 300,000 online merchants have used Miva Merchant's shopping cart software. For more information about Miva Merchant, please visit <http://www.mivamerchant.com>.