The Shooting Academy Announces Name Change and Website Launch Following Ownership Transition

May 07, 2025

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Following a recent change in ownership, Tim?s Shooting Academy of Westfield has officially rebranded as The Shooting Academy. This new identity reflects a shift in leadership and vision while preserving the academy?s long-standing commitment to firearm safety, education, and community engagement. Along with the name change, the business has launched a new and improved website at www.theshootingacademy.com, which now replaces the former domain, timsshootingacademy.com.

The new ownership team brings a renewed focus on modernization, accessibility, and clarity. Rebranding the academy as The Shooting Academy is part of a broader effort to streamline the brand, update its digital footprint, and continue the legacy of quality firearm instruction and range services in Westfield and the surrounding areas. The new name reflects a more inclusive and scalable identity, removing the individual reference while broadening the academy?s appeal and reach.

Although ownership has changed, The Shooting Academy remains committed to the core principles that have defined its place in the community for years. The goal is to build upon a solid foundation of trust and safety while evolving to meet the needs of today?s firearm owners and enthusiasts through upgraded technology,

improved communications, and refreshed branding. The academy remains open to the public and is accessible to individuals of all skill levels, ensuring that everyone from beginners to experienced shooters can benefit from its offerings.

?The transition in ownership provided a natural opportunity to realign the academy?s brand with its future direction,? said the owner of The Shooting Academy. ?The name ?The Shooting Academy? reflects both continuity and change?it preserves the spirit of what made the original academy successful while giving us room to grow and innovate. We are excited to carry forward the tradition of responsible firearm education under this new banner.?

?For us, this is about more than just a name. It?s about continuing a trusted legacy while opening doors to new audiences,? said Yan Guenette, General Manager of The Shooting Academy. ?We want people of all backgrounds and experience levels to feel welcome here. This rebranding is a way to honor our history while actively shaping our future.?

For years, Tim?s Shooting Academy was known throughout Central Indiana as a reliable and professional source for firearm safety training, concealed carry permit classes, and public shooting range access. The Shooting Academy intends to uphold that same reputation while increasing accessibility through a redesigned online presence and clearer branding that resonates with new students, returning patrons, and broader audiences.

The academy?s new website, www.theshootingacademy.com, is designed to enhance user experience with intuitive navigation, mobile responsiveness, and comprehensive class and range information. It offers streamlined class registration, timely updates, and resources that support responsible firearm ownership. With a cleaner interface and easier access to key information, the site provides a digital environment that mirrors the professionalism of the academy?s physical location.

?Our goal is not just to change the name but to raise the bar in every area of our service,? Yan added. ?From how people find us online to how they experience their training in person, everything is being refined to reflect the standards we believe the community deserves. The new website is a cornerstone of that commitment.?

?Everything we do?whether it?s updating the website or maintaining high-quality instruction?is driven by our mission to serve our community with integrity,? added Guenette. ?We?re proud to offer a space that?s professional, welcoming, and focused on safety for everyone who walks through our doors.?

The name change to The Shooting Academy is more than a branding update?it is a signal of intent. The academy?s leadership views this moment as an opportunity to reinforce its role as a leader in firearm training and education while inviting a broader segment of the community to engage. With clearer branding and a

neutral, inclusive name, the academy hopes to make firearm education more approachable for individuals and families who may be new to the shooting sports or looking to improve their knowledge in a supportive environment.

Importantly, all previously scheduled classes and range appointments remain unchanged. The ownership transition has been implemented with continuity in mind, ensuring that students, members, and partners experience no disruptions in service. Instructors, class offerings, and safety protocols remain consistent with the high standards the community has come to expect.

Yan has also emphasized that the academy?s core values will remain unchanged. These include a commitment to safety, education, responsibility, and service to the community. The name change and digital overhaul are intended to strengthen, not replace, the legacy of the former academy while signaling a new chapter of excellence and accessibility.

The rebranding process was carried out over several months, with careful planning to ensure a seamless transition for existing customers. Feedback from students, instructors, and local partners played a role in shaping the new direction, and efforts were made to maintain brand recognition while moving toward a more modern identity.

The academy?s new website will serve as the primary digital touchpoint for individuals interested in enrolling in classes, booking range time, or exploring resources related to firearm safety and education. It reflects the same attention to detail, clarity, and professionalism that students can expect when they walk through the academy?s doors.

The Westfield community has long been central to the academy?s mission, and the new leadership team reaffirms its commitment to supporting local partnerships, promoting responsible firearm ownership, and maintaining a safe and welcoming environment for all who choose to learn or practice at the facility.

Members of the media, existing students, and interested members of the public are encouraged to visit the new website or contact the academy directly with any questions about the transition. The Shooting Academy looks forward to continuing its mission under new ownership with the same integrity, professionalism, and dedication that the community has always known.

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For more information about The Shooting Academy, contact the company here:The Shooting AcademyYan Guenette(317) 399-7918info@theshootingacademy.com17777 Commerce Dr, Westfield, IN 46074

The Shooting Academy

The Shooting Academy offers top-tier firearms training for all skill levels, led by expert instructors. With a focus on safety, confidence, and precision, our state-of-the-art facility ensures an exceptional shooting experience for every guest.

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