

**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)
March 15, 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 March 15, 2012, Sturm, Ruger & Company, Inc. (the “Company”) issued a press release announcing that it will be hosting a tour of its manufacturing facility located in Newport, New Hampshire on May 1, 2012 at 1:00 p.m. EDT for certain analysts, shareholders and other interested parties who express an interest in attending, subject to certain qualifying criteria. 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 March 15, 2012 announcing the plan to host a tour of its Newport, New Hampshire facility.

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: March 15, 2012



STURM, RUGER & CO., INC.

SOUTHPORT, CONNECTICUT 06890 U.S.A.

FOR IMMEDIATE RELEASE

STURM, RUGER & COMPANY, INC. TO HOST A TOUR OF ITS MANUFACTURING FACILITY IN NEWPORT, NEW HAMPSHIRE

SOUTHPORT, CONNECTICUT, March 15, 2012--Sturm, Ruger & Company, Inc. (NYSE-RGR), announced today that it will be hosting a tour of its manufacturing facility located in Newport, New Hampshire on May 1, 2012 at 1:00 p.m. EDT for certain analysts, shareholders and other interested parties who express an interest in attending, subject to certain qualifying criteria. Space on this tour will be limited.

Analysts, shareholders and other interested parties who have an interest in attending the plant tour should submit a written request to Tom Dineen, Chief Financial Officer, no later than March 23, 2012, with their name, address, contact information, and the number of shares owned. Due to ITAR considerations, only citizens of the United States will be considered for the plant tour.

The Company will notify those persons it is able to accommodate for the plant tour no later than March 30, 2012. Because space for the plant tour is limited, only those persons who are notified by the Company will be permitted to attend the plant tour.

Analysts, shareholders and other interested parties that we are unable to accommodate for the plant tour, and any other interested parties, are cordially invited to attend the Annual Meeting of Stockholders to be held at 9:00 a.m. EDT on May 2, 2012 at the Common Man Inn, 21 Water Street, Claremont, New Hampshire.

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.