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Keep America Fishing Sponsors National Hunting and Fishing Day
Annual celebration set for Sept. 23

SPRINGFIELD, Mo. (August 3, 2017) — Keep America Fishing, the grassroots advocacy program of the American Sportfishing Association (ASA), renews its sponsorship of National Hunting and Fishing Day (NHF Day) for 2017. NHF Day brings together sportsmen and women to celebrate the rich tradition of fishing and hunting with national, state, regional and local organizations hosting fishing- and hunting-related events.

“We are proud to have Keeping America Fishing on board for another year,” said Misty Mitchell, National Coordinator of NHF Day and Director of Conservation for Wonders of Wildlife. “Their track record of safeguarding the future of fishing includes advocacy, education and conservation. They have served as a leading voice in the conservation community and continually seek ways to improve access for anglers and promote recreational fishing.”

Congress established National Hunting and Fishing Day to recognize hunters and anglers for their leadership in fish and wildlife conservation. Since launching in 1971, each fourth Saturday in September is set aside as NHF Day. This year’s NHF Day is set for September 23 with NASCAR legend Richard Childress serving as honorary chairman.

“NHF Day is a great way to highlight what Keep America Fishing focuses on every day – the fun and enjoyment that recreational fishing gives to all of us, and ensuring that it stays that way for generations to come,” said Liz Ogilvie, chief marketing officer for ASA and director of the advocacy program.

New for this year is the introduction of the National Hunting and Fishing Day Challenge. Honorary Chairman Childress is challenging hunters, shooters and anglers to introduce someone to the outdoors before NHF Day. Participants who sign up and take the pledge will be eligible to win a Richard Childress Racing VIP race weekend package or the Ultimate Outdoor Experience in America’s Conservation Capital from Big Cedar Lodge and Johnny Morris’ Wonders of Wildlife National Museum and Aquarium.

To take the pledge for NHF Day Challenge, visit NHFDay.org or call 417-225-1162.

NHF Day’s official home is at the Wonders of Wildlife in Springfield, Missouri. Both entities share the goal of strengthening the image of hunting, shooting and fishing.

NHF Day is one of the most effective grassroots campaigns to promote hunters, anglers and the conservation of wildlife and habitat. Each year, thousands of people participate in NHF Day events across the country to commemorate the foundation of conservation through fishing and hunting.

NHF Day is made possible through the sponsorship and generous support of these well-respected companies and brands: National Shooting Sports Foundation, Bass Pro Shops, Yamaha, NRA, Realtree, GunBroker, Ducks Unlimited, NWTf, Cabela's, Keep America Fishing, Thompson Center, Izaak Walton League, Berkley, Shakespeare, Plano, Florida Fish and Wildlife Foundation, Association of Fish and Wildlife Agencies, My Outdoor TV, and the Congressional Sportsmen's Foundation.

To learn more about NHF Day, please visit <http://www.nhfdays.org/>.

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