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**Shakespeare Sponsors NHF Day
Celebration to Take Place September 24, 2016**

SPRINGFIELD, Mo. (September 7, 2016) — Ever wonder what it takes to make our lands better for future anglers? It is simple. It takes hard work, great organizations and a call to conserve. Shakespeare has a long tradition of supporting conservation efforts and this year they are supporting National Hunting and Fishing Day (NHF Day.)

This year NHF Day takes place on September 24th. National Hunting and Fishing Day is set-aside for sportsmen to celebrate those conservation efforts.

“Shakespeare is known for introducing young and old alike to the sport of fishing,” said Misty Mitchell, director of Conservation for Wonders of Wildlife. “They are a vital role when it comes to restoring our waterways. We are more than pleased to have them on as supporters of NHF Day.”

The first to suggest an official day of thanks to sportsmen was Ira Joffe, owner of Joffe's Gun Shop in Upper Darby, Pa. In 1970, Pennsylvania Gov. Raymond Shafer adopted Joffe's idea and created "Outdoor Sportsman's Day" in the state.

With determined prompting from the National Shooting Sports Foundation, the concept soon emerged on the floor of the U.S. Senate. In June 1971, Sen. Thomas McIntyre, N.H., introduced Joint Resolution 117 authorizing National Hunting and Fishing Day on the fourth Saturday of every September. Rep. Bob Sikes, Fla., introduced an identical measure in the House. In early 1972, Congress unanimously passed both bills.

“We are proud to step up and support NHF Day,” said Lori Masad, Sr. Global Manager – Shakespeare. “Their efforts in promoting conservation are unmatched. I urge everyone to go out and find an event or go fishing that day to remember all the efforts that it takes to enjoy our lands and waterways.”

Generating more awareness for conservation, NHF Day is dedicated to spreading the word through any avenue possible and social media is one of the largest stages to do this and the hashtag #1conservationist will help them accomplish this goal.

Visitors are encouraged to visit <https://www.facebook.com/nhfday> for a wide variety of information including a comprehensive overview of NHF Day, sponsor information and event planning details.

NHF Day is proud to recognize its loyal sponsors that include: Bass Pro Shops, NSSF, NRA, Yamaha, GunBroker, Izaak Walton League, Keep America Fishing, Outdoor Sportsman Group, Berkley, Shakespeare, Wonders of Wildlife, Smith and Wesson, Realtree, Ducks Unlimited, Cabela's, NWTF and the Congressional Sportsmen's Foundation.

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