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**Outdoor Channel to Sponsor National Hunting and Fishing Day
on September 24, 2016**

SPRINGFIELD, Mo. (August 7, 2016) — Outdoor Channel will once again serve as the title sponsor of **National Hunting and Fishing Day (NHF Day)** on September 24. Across the nation, sportsmen and women are fighting to preserve our national heritage. Through their efforts future generations are able to thrive.

NHF Day is set-aside for sportsmen and women to celebrate those conservation efforts. Each year, NHF Day is set to take place on the fourth Saturday in September. This year NHF Day falls on September 24.

“Supporting and promoting conservation in our country is a cornerstone of what we advocate at Outdoor Sportsman Group,” said Outdoor Sportsman Group Networks CEO and President, Jim Liberatore. “I can’t think of any other place I would rather be on September 24 other than in the outdoors celebrating National Hunting and Fishing Day in America.”

The contributions - in the form of excise taxes paid on sporting firearms, ammunition and archery equipment - benefit every state and have generated approximately \$5.6 billion for wildlife conservation since 1939. It is support like this that deserves to be celebrated and brought to the forefront to show how much sportsmen and women contribute for conservation of our great country.

“Outdoor Channel always looks for ways to better the experience for the American angler and one way is through conservation.” said Misty Mitchell, director of Conservation for Wonders of Wildlife. “Their continued support of NHF Day and conservation efforts never fails. It is our pleasure to have them sign on once again.”

The first to suggest an official day of thanks to sportsmen and women 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 in September every year. Rep. Bob Sikes (D-FL) introduced an identical measure in the House. In early 1972, Congress unanimously passed both bills.

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. Hashtag *#1conservationist* will help 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 including: Bass Pro Shops, NSSF, NRA, Wonders of Wildlife, Yamaha, Outdoor Sportsman Group, Cabela's, Izaak Walton League, Realtree, GunBroker, Ducks Unlimited, Berkley, Shakespeare, Keep America Fishing, NWTf and the Congressional Sportsmen's Foundation.

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