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**YAMAHA OUTDOORS SPONSORS NATIONAL HUNTING AND FISHING DAY
NHF set for September 26, 2015**

SPRINGFIELD, Mo. (March 30, 2015) — Yamaha is more involved in the outdoors industry and lifestyle than any other ATV or Side-by-Side (SxS) vehicle manufacturer, and the company continues to support outdoor education and conservation efforts with its renewed sponsorship of National Hunting and Fishing Day for 2015.

National Hunting and Fishing Day is set-aside for sportsmen to celebrate their conservation efforts. Each year, NHF Day is set to take place on the fourth Saturday in September. This year NHF Day falls on September 26.

“Yamaha has always been a great supporter of conservation,” said Misty Mitchell, director of Conservation for Wonders of Wildlife. “If not for conservation, sportsmen would not get an opportunity to enjoy the outdoor sports. It is the huge support from great sponsors like Yamaha that helps NHF Day continue to grow and have a bigger and better impact for outdoorsmen and women across the country.”

Each year sportsmen and women are funding more projects that enable more public access areas to be open. National Hunting and Fishing Day is dedicated to celebrating those efforts. Yamaha has been very supportive and goes above and beyond its ability to voice their values as an organization for the sportsman.

“This is the eighth year Yamaha is sponsoring NHF Day, and we look forward to giving away an all new Wolverine R-Spec Side-by-Side vehicle to one lucky sportsman in support of this year’s effort,” said Steve Nessler, marketing manager for Yamaha’s ATV/SxS group. “Yamaha is committed to conservation efforts for outdoor recreational enthusiasts, and partnering with efforts like NHF Day is an important part of that work.”

The list of sponsors for National Hunting and Fishing Day 2015 includes Wonders of Wildlife, National Shooting Sports Foundation, Yamaha Motor Corp., USA, Bass Pro Shops, Realtree, Smith and Wesson, Gunbroker.com, Keep America Fishing, Ducks Unlimited, Scout, Limit Out Productions, National Wild Turkey Federation, National Rifle Association and Izaak Walton League.

For more information, visit <http://www.nhfd.org>.

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