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NSSF and NHF Day Continue Partnership
NHF Day to Take Place September 24, 2016

SPRINGFIELD, Mo. (February 23, 2016) — National Hunting and Fishing Day (NHF Day) is a day set aside to celebrate all that sportsmen and women do to support those efforts, whether it is building habitat for dwindling quail populations or funding conservation projects. The National Shooting Sports Foundation (NSSF) recognizes the importance of NHF Day and is once again a major sponsor.

NHF Day is set to take place on the fourth Saturday in September. This year NHF Day falls on September 24. NSSF has been supporting NHF Day since Ira Joffe proposed the day in 1970. As a result, Pennsylvania Gov. Raymond Shafer adopted Joffe's idea and created "Outdoor Sportsman's Day" in the state. NSSF took a firm stand and urged the U.S. Senate to create what we now know as NHF Day. In early 1972, Congress unanimously passed Joint Resolution 117, authorizing NHF Day.

"NSSF is joining us once again to support America's top conservationists," said Misty Mitchell, director of conservation Programs, Wonders of Wildlife.. "They have been the standard when it comes to stepping up to the plate for conservation. NSSF runs many programs to promote responsible conservation that most of us don't realize. Their continued support means the world to NHF Day."

Hunters, fishermen and outdoor enthusiast may not even know they are supporting wildlife conservation. Through licenses, permits and special taxes, hunters and anglers generate \$100,000 every 30 minutes—totaling more than \$1.75 billion per year—for fish, wildlife and habitat. No one contributes more for conservation.

NSSF has worked tirelessly to promote wildlife conservation and responsible firearm ownership. Its many programs and initiatives have led the way for individuals to become more active in both practices.

"Since the very early celebrations of National Hunting and Fishing Day, NSSF has been a major supporter of this opportunity to educate people about the unique contributions sportsmen and women make to conservation and to introduce new generations to the enjoyment of the outdoors through our sports, " said NSSF President and CEO Steve Sanetti. "We're proud to again be a sponsor of this Congressionally-recognized day to celebrate our outdoor heritage, which I'm proud to say, is attracting many new and diverse participants."

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. 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 also recognize its other loyal sponsors that include: Smith and Wesson, Bass Pro Shops, NRA, Yamaha, Keep America Fishing, Realtree, GunBroker, Wonders of Wildlife, Ducks Unlimited, National Wild Turkey Federation, Izaak Walton League of America, and the Congressional Sportsmen's Foundation.

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