



FOR IMMEDIATE RELEASE

Contact: Kevin Jarnagin
Blue Heron Communications
(800) 654-3766
Kevin@blueheroncomm.com

**NHF Day Live It! Grants Sponsored by the Yamaha Outdoor Access Initiative
Now Open for Enrollment**

Record Number of organizations awarded in 2015

SPRINGFIELD, Mo. (DATE) — Since instituting the Live It! grant programs in 2014, National Hunting and Fishing Day (NHF Day) and the Yamaha Outdoor Access Initiative (OAI) have seen a tremendous amount of growth in the number of applicants and grants awarded. In 2015, a record 18 groups and organizations were awarded Live It! grants. Enrollment for the 2016 Live It! grants is now open for registration.

“The Yamaha-funded Live It! grants have been a great success,” said Misty Mitchell, national director, NHF Day. “National Hunting and Fishing Day awarded a record number last year, and I have every confidence that number will grow in 2016. We have a great appreciation for Yamaha’s initiative in launching this program and continued support as it grows.”

NHF Day and Yamaha work together to promote conservation throughout the community. Yamaha funds the Live It! grant program through its Outdoor Access Initiative (www.yamahaoai.com) Through the Live It! grants, deserving organizations are able to help further the program’s goal of connecting everyone to the outdoors.

NHF Day encourages clubs, associations and agencies to submit detailed applications for their specific needs. A committee will review each application and award grants to help fund deserving events. All events must be National Hunting and Fishing Day focused and hosted in August or September 2016.

Some examples of how these grants can be used include:

- Equipment rental for event
- Marketing of event
- Purchase outdoor equipment

“National Hunting and Fishing Day, through the Live It! grant program, is extending our ability to support outdoor enthusiasts working to have a positive and direct impact on everyone’s ability to enjoy the outdoors,” said Steve Nessler, Yamaha’s ATV and SxS group marketing manager and OAI review committee member.

Open enrollment is scheduled to close May 31, 2016. Applicants can request between \$350 and \$1,000 for the production or promotion of an event.

For questions regarding the NHFDay Live It Initiative, groups can call Wonders of Wildlife 417-225-1118, e-mail nhfday@wondersofwildlife.org or write to: Wonders of Wildlife 500 W Sunshine Springfield Mo 65807.

For more information about NHF Day, visit <http://www.nhfday.org>.

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