



FOR IMMEDIATE RELEASE

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

NHF Day and Yamaha Partner for 2016

SPRINGFIELD, Mo. (March 8, 2016) — Yamaha Motor Corp., USA, is once again partnering with National Hunting and Fishing Day (NHF Day) to support the annual celebration, which is scheduled for September 24 this year.

It is estimated that 38 million Americans are on the water fishing or in the woods hunting. Those individuals buy licenses that help fund conservation around the nation.

“As a longtime advocate of outdoor recreation, Yamaha is a strong and highly valued partner,” said Misty Mitchell, director of Conservation for Wonders of Wildlife. “NHF Day provides organizations and individuals the opportunity to celebrate conservation in our great Nation. Yamaha has been a great supporter, and we enjoy having them as a sponsor.”

National Hunting and Fishing Day is set aside to celebrate all that sportsmen and women do to support the outdoors whether it is building habitat for dwindling quail populations or funding conservation projects. Each year, NHF Day identifies a representative to act as the voice of sportsmen and women in the role of honorary chair. This year NHF Day selected Bass Pro Shops founder Johnny Morris to serve.

Among Yamaha’s efforts on behalf of NHF Day is the annual sweepstakes - this year features a Kodiak 700 EPS ATV. Anyone can enter to win the NFH Day Sweepstakes at www.yamahaoutdoors.com/nhfday.

“NHF Day is a great annual celebration of the efforts every outdoorsman and women put forth to support our access to the great outdoors,” said Steve Nessler, Yamaha’s ATV and SxS group marketing manager. “Everyone at Yamaha Outdoors is proud to continue our support of NHF Day through the sweepstakes and the new Live It! grants program.”

NHF Day and Yamaha work together to promote conservation throughout the community. 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 must be hosted August or September 2016.

For more information on the Yamaha Kodiak 700 EPS online sweepstakes and Live It! grants, visit <http://www.nhfday.org>.

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, Realtree, Smith and Wesson, Izaak Walton League of America, GunBroker.com, Keep America Fishing, Ducks Unlimited, NWTf and the Congressional Sportsmen's Foundation.

###