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**National Shooting Sports Foundation Continues Support of National Hunting and Fishing Day**

Annual celebration set for Sept. 23

**SPRINGFIELD, Mo. (May 15, 2017)** — National Hunting and Fishing Day (NHF Day) once again welcomes the National Shooting Sports Foundation (NSSF) as sponsor of the celebration of sportsmen and women who help educate the public on conservation and promote the benefits from participating in angling and hunting. NHF Day brings together sportsmen and women to commemorate the rich tradition of fishing and hunting with national, state, regional and local organizations hosting fishing- and hunting-related events.

“The NSSF does so much for the shooting sports and continues by lending their support to help spread the word about the enjoyment derived from hunting, shooting and fishing,” said Misty Mitchell, Director of Conservation Programs for Wonders of Wildlife. “The NSSF is one of the leaders in protecting our rights to hunt and shoot recreationally and understand how hunters and anglers contribute to conservation and programs that benefit all Americans and wildlife. We are pleased to have their support again this year.”

Congress established National Hunting and Fishing Day to recognize hunters and anglers for their leadership in fish and wildlife conservation. Since launching in 1971, each fourth Saturday in September is set aside as NHF Day. This year’s NHF Day is set for Sept. 23 with NASCAR legend Richard Childress serving as honorary chairman.

The NSSF has been a major sponsor for NHF Day over the years and recognizes the importance of acknowledging the conservation efforts of sportsmen and women across the country. The NSSF works tirelessly to support a wide variety of programs and efforts to create and retain shooters and hunters. Its many programs and initiatives have led the way for many individuals to become much more active in hunting and shooting. “National Hunting and Fishing Day is one of best ideas ever conceived for encouraging participation in traditional outdoor activities and for educating people about the contributions of sportsmen and women to conservation,” said Steve Sanetti, NSSF President and CEO. “NSSF proudly supports NHF Day and has done so since its inception. We encourage all people who enjoy the outdoors to introduce a newcomer to hunting, shooting or fishing on this celebrated day.”

NHF Day's official home is at the Wonders of Wildlife in Springfield, Missouri. Both entities share the goal of strengthening the image of hunting, shooting and fishing. NHF Day is one of the most effective grassroots campaigns to promote hunters, anglers and the conservation of wildlife and habitat. Each year, thousands of people participate in NHF Day events across the country to commemorate the foundation of conservation through fishing and hunting.

NHF Day is made possible through the sponsorship and generous support of these well-respected companies and brands: National Shooting Sports Foundation, Bass Pro Shops, Yamaha, Wonders of Wildlife, NRA, Realtree, GunBroker, Ducks Unlimited, NWTF, Cabela's, Keep America Fishing, Thompson Center, Izaak Walton League, My Outdoor TV and the Congressional Sportsmen's Foundation.

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