



FOR IMMEDIATE RELEASE

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

Cabela's Continues to Sponsor National Hunting and Fishing Day

SPRINGFIELD, Mo. (September 9, 2015) —Cabela's is dedicated to the sportsmen and sportswomen along with their efforts to preserve our natural resources. Each year, Cabela's partners with conservation-minded organizations like National Hunting and Fishing Day (NHF Day) to develop natural habitat. NHF Day is set to take place on the fourth Saturday in September. This year NHF Day falls on September 26.

National Hunting and Fishing Day is a day set aside to celebrate all that sportsmen and sportswomen do to support those efforts, whether it is building habitat for dwindling quail populations or funding conservation projects. Each year, NHF Day selects a representative to act as the voice of sportsmen and sportswomen in the role of honorary chair. This year NHF Day selected Cabela's Ambassador Eva Shockey to serve.

"Cabela's is a valued sponsor of NHF Day," said Misty Mitchell, National Hunting and Fishing Day national coordinator . "Cabela's doesn't stand idle waiting for conservation to happen. They look for any avenue to help develop and celebrate our habitats. It is amazing to have them on as a sponsor for 2015, and we look forward to many more years of celebrating sportsmen and women."

"Sponsoring National Hunting and Fishing Day is a natural fit for Cabela's, not just because it's our business, because it's our way of life," Scott Williams, Cabela's Chief Commercial Operator said. "Cabela's is proud to be associated with many conservation organizations working to preserve and enhance habitat; and to ensure we pass our hunting and fishing traditions on to future generations."

The first to suggest an official day of thanks to sportsmen was Ira Joffe, owner of Joffe's Gun Shop in Upper Darby, Pa. In 1970, Pennsylvania Gov. Raymond Shafer adopted Joffe's idea and created "Outdoor Sportsman's Day" in the state.

With determined prompting from the National Shooting Sports Foundation, the concept soon emerged on the floor of the U.S. Senate. In June 1971, Sen. Thomas McIntyre, N.H., introduced Joint Resolution 117 authorizing National Hunting and Fishing Day on the fourth Saturday of every September. Rep. Bob Sikes, Fla., introduced an identical measure in the House. In early 1972, Congress unanimously passed both bills.

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

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

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