



FOR IMMEDIATE RELEASE

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National Hunting and Fishing Day Partners with Tread Lightly!

SPRINGFIELD, Mo. (September 8, 2015) —National Hunting and Fishing Day (NHF Day) and Tread Lightly! are partnering together to promote conservation efforts from sportsmen and women. Tread Lightly! is dedicated to protecting and enhancing recreation access and opportunities by promoting outdoor ethics to heighten individuals' sense of good stewardship .

Each year sportsmen and women across the nation strive to clean our waterways and public access areas. It is only natural that NHF Day and Tread Lightly! partner for a day set aside for those individuals that do so much.

NHF Day is set to take place on the fourth Saturday in September. This year NHF Day falls on September 26.

"We are very happy to have Tread Lightly! come aboard as a partner," said Misty Mitchell, Director of Conservation Programs for Wonders of Wildlife. "The work they have done over the years is no small feat. Just this year, Tread Lightly! has picked up over 100 tons of trash from access areas. This is to be applauded, and NHF Day is excited to have them aboard."

Tread Lightly!'s goal is to balance the needs of the people who enjoy outdoor recreation with the need to maintain healthy ecosystems and thriving populations of fish and wildlife. The scope of Tread Lightly!'s work includes both land and water, and is representative of nearly every form of outdoor recreation including, but not limited to hunting, recreational shooting, fishing and boating. Tread Lightly! has a niche in promoting safe and responsible use of motorized and mechanized vehicles in the outdoors.

The member-based organization is the nation's only source for a full line of motorized and non-motorized outdoor ethics training and education materials. Tread Lightly!'s educational materials include: quick-tip brochures, a hunting education curriculum, an online awareness course, how-to videos, teaching materials, and a line of children's materials featuring Tread Lightly!'s mascot, a squirrel named Lightfoot®.

"Tread Lightly! is proud to become a partner of NHF Day to help showcase sportsmen and women as America's original conservationists," said Lori McCullough, Tread Lightly!'s Executive Director.

National Hunting and Fishing 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. Each year, NHF Day selects a representative to act as the voice of sportsmen and women in the role of honorary chair. This year NHF Day selected Jim and Eva Shockey to serve.

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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