



**FOR IMMEDIATE RELEASE**

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

## **National Hunting and Fishing Day Names Johnny Morris as 2016 Honorary Chair**

**SPRINGFIELD, Mo. (January 16, 2016)** – National Hunting and Fishing Day (NHF Day) has named leading national conservationist and Bass Pro Shops founder Johnny Morris to serve as the honorary chair for NHF Day 2016. A lifelong sportsman with a passion for hunting, fishing and outdoor recreation, Morris is one of the country's foremost leaders working to ensure natural habitats, wildlife and the outdoors remain healthy for future generations to protect and enjoy.

"America's sportsmen and women are among our nation's most active conservationists and it's important we recognize and celebrate everything they do to protect outdoor habitat and ensure thriving populations of wildlife," said Morris. "I'm proud to lend my support and raise awareness for hunters and anglers, America's conservation heroes through National Hunting and Fishing Day."

The event is just one of the ways Morris is honoring the unsung heroes of conservation. Later this year Morris will unveil the new Wonders of Wildlife National Museum and Aquarium in Springfield, Mo., a 315,000-square foot conservation destination envisioned as a tribute to America's hunters and anglers. Through immersive habitats and interactive displays the experience will inspire future generations to enjoy, love and conserve the great outdoors.

"NHF Day is continually looking for folks that have a true passion for the outdoors and is very involved with conservation," said Misty Mitchell, national coordinator, National Hunting and Fishing Day. "Johnny Morris is leading the charge in all facets of conservation. We couldn't be happier to have him serve as our National Chair."

Congress established National Hunting and Fishing Day to recognize hunters and anglers for their leadership in fish and wildlife conservation. This annual event takes place on Saturday, September 24 with activities taking place across the country.

Morris joins a distinguished group that has included Jim Shockey, Eva Shockey, Craig Morgan, Bill Dance, T. Boone Pickens, Louise Mandrell, Hank Williams Jr., Jeff Foxworthy, Wade Boggs, Arnold Palmer, the USA Olympic Shooting Team, Tony Stewart and others.

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

###