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



**Bass Pro Shops Continues Sponsorship of National Hunting and Fishing Day**

NHFD set for September 24, 2016

**SPRINGFIELD, Mo. (August 29, 2016)** - Bass Pro Shops is more than just a store that is a gateway to the great outdoors. The industry leader in conservation efforts is once again leading the way and partnering with National Hunting and Fishing Day (NHF Day). Each year, hunting contributes more than \$38.3 billion to the economy and supports more than 680,000 jobs. Bass Pro Shops continues its legacy as an organization ready to support sportsmen and women by its sponsorship of NHF Day.

Hunting continues to rank as one of the safest outdoor activities in America, and an overwhelming majority of Americans support hunting.

"Bass Pro Shops never fails to support sportsmen and women," said Misty Mitchell, national coordinator, National Hunting and Fishing Day. "Their continued support of NHF Day shows a clear determination to give back to conservation efforts of the company that date back to 1971."

National Hunting and Fishing Day is set-aside for sportsmen to celebrate those conservation efforts. Each year, NHF Day is set to take place on the fourth Saturday in September. This year NHF Day falls on Sept. 24.

Each year sportsmen and women are funding more projects that enable more public access areas to be open. Through license sales and excise taxes on equipment, hunters and anglers pay for most fish and wildlife conservation programs. On average, hunters spend \$1,638 every year on the sport. Portions of these funds are allocated to support conservation. NHF Day is dedicated to celebrating those efforts.

"Bass Pro Shops is dedicated to inspiring people to enjoy, love and conserve the great outdoors," said Martin MacDonald, Bass Pro Shops director of conservation. "We are honored to participate in National Hunting and Fishing Day to celebrate our rich outdoor heritage and pass it on to future generations."

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, GunBroker, Izaak Walton League, Keep America Fishing, Outdoor Sportsman Group, Berkley, Shakespeare, Wonders of Wildlife, Smith and Wesson, Realtree, Ducks Unlimited, Cabela's, NWTf and the Congressional Sportsmen's Foundation.

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