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**Cabela's Sponsors National
Hunting and Fishing Day**

NHF Day takes place on September 24, 2016

SPRINGFIELD, Mo. (September 7, 2016) - In the 1960s, hunters and anglers embraced the era's heightened environmental awareness, but were discouraged that many people didn't understand the crucial role that sportsmen had played, and continue to play, in the conservation movement. That all changed when sportsmen and sportswomen took a stand and embraced conservation through legislation and declarations in the coming years.

Cabela's has supported conservation since the company's founding in 1961, and believes in programs that further the advancement of our natural resources. As another year passes, Cabela's has continued its relationship with National Hunting and Fishing Day (NHF Day). 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 it falls on Sept. 24.

Cabela's supports many efforts and organizations - like National Hunting and Fishing Day - that preserve and promote America's rich hunting heritage at both national and local levels.

"Cabela's goes above and beyond to promote conservation," said Misty Mitchell, national coordinator, National Hunting and Fishing Day. "It means a lot that they are willing to support NHF Day. Without sponsors like them, it would be impossible to get the word out."

Led by sportsman President Theodore Roosevelt, early conservationists urged sustainable use of fish and game, created hunting and fishing licenses, and lobbied for taxes on sporting equipment to provide funds for state conservation agencies. These actions were the foundation of the North American wildlife conservation model, a science-based, user-pay system that would foster the most dramatic conservation successes of all time.

"Cabela's was founded on a passion for the outdoor lifestyle, and we're committed to supporting conservation efforts that ensure that lifestyle will live on for future generations," said Scott Williams, president and chief commercial officer of Cabela's. "National Hunting and Fishing Day is a conservation-focused event that we are proud to

sponsor."

National Hunting and Fishing Day is dedicated to celebrating those efforts. Cabela's is very supportive and goes above and beyond its ability to voice their values as an organization for the sportsman.

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. The hashtag: #1conservationist will help accomplish this goal.

Visitors are encouraged to visit 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: Cabela's, NRA, NSSF, Bass Pro Shops, Yamaha, GunBroker, Izaak Walton League, Keep America Fishing, Outdoor Sportsman Group, Berkley, Shakespeare, Wonders of Wildlife, Smith and Wesson, Realtree, Ducks Unlimited, NWTf and the Congressional Sportsmen's Foundation.

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