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**Smith and Wesson to Sponsor National Hunting and Fishing Day on September 24, 2016**

**SPRINGFIELD, Mo. (September 22, 2016)** - Smith and Wesson will again sponsor the National Hunting and Fishing Day (NHF Day). On this monumental day across the nation, sportsmen and women are recognized for preserving our national heritage. Through their efforts, future generations are able to continue to enjoy the great outdoors and all the hunting and fishing recreation-related opportunities discovered there.

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

All hunters contribute to conservation, in the form excise taxes paid on sporting firearms, ammunition and archery equipment, and those contributions benefit every state. Those voluntary excise taxes have generated approximately \$5.6 billion for wildlife conservation since 1939. That huge investment deserves to be celebrated and brought to the forefront to show how much sportsmen do for conservation.

"NHF Day is an important day in order to remember everyone that makes our natural resources great," said Misty Mitchell, director of conservation for Wonders of Wildlife. "Smith and Wesson has continued to support NHF Day and their conservation efforts never fail. It is our pleasure to have them sign on once again."

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.

Matt Buckingham, President of the Smith & Wesson Firearms Division said, "Smith and Wesson is proud to support the many conservation efforts made by all hunters and anglers to protect our heritage, and especially the people that are out there making a difference in their local communities."

Generating more awareness for conservation, NHF Day is dedicated to spreading the word on conservation. Social media is one of the largest stages to do this and the hashtag "#1conservationist" will help 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: 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, Safari Club International, Ducks Unlimited, NWTF and the Congressional Sportsmen's Foundation.

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