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**National Shooting Sports Foundation Continues
National Hunting and Fishing Day Sponsorship**
NHF Day to Take Place September 26, 2015

SPRINGFIELD, Mo. The National Shooting Sports Foundation (NSSF) is once again sponsoring National Hunting and Fishing Day (NHF Day). NSSF has been a major sponsor of NHF Day and recognizes the importance to acknowledge the conservation efforts of sportsmen and women across the country. NHF Day is set to take place on the fourth Saturday in September. This year NHF Day falls on September 26.

“NSSF goes beyond the call when it comes to recognizing the efforts of individuals that make a difference in conservation,” said Misty Mitchell, director of Conservation Programs for Wonders of Wildlife. “As an outdoorswoman, I can count on the NSSF to uphold the values of conservation that make this country great. It is always a pleasure to work closely with them. I look forward to another great year.”

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.

Jim and Eva Shockey are arguably the hunting industry’s most dynamic duo. The father/daughter team gives sportsmen and women a unique voice that is as charming as it is lethal. But don’t tag them as bloodthirsty. The Canadian pair are deeply rooted in conservation efforts to better the sport of hunting for future generations.

“By being an outdoorsman or woman, you are indirectly representing wildlife, stewarding those animals,” said Jim Shockey. “The dollars we spend go toward financing the conservation efforts of all the state wildlife agencies. And when that money talks it sends a clear message to the politicians to make decisions that protect wildlife and ensure that wildlife will be around for generations to come. I can’t tell you how important this message is to spread not only around North America, but around the world.”

Continued efforts by the Shockeys and NSSF will provide those opportunities for future generations.

“NSSF has longstanding ties with National Hunting and Fishing Day, and for good reason. It is right to set aside a day to recognize America’s sportsmen and women and all they have done, and continue to do, to support conservation initiatives,” said Stephen L. Sanetti, NSSF president and CEO. “Nearly everyone who enjoys America’s wildlife and natural areas benefits from these contributions, which have totaled more than \$9.5 billion from excises taxes paid on the sale of firearms and ammunition since 1937.”

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, Cabela’s, National Wild Turkey Federation, National Rifle Association and Izaak Walton League.

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

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