

FOR IMMEDIATE RELEASE

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**NATIONAL HUNTING AND FISHING DAY AND YAMAHA LAUNCH
LIVE IT! GRANT OPPORTUNITIES**

Groups and organizations encouraged to apply immediately

SPRINGFIELD, Mo. (April 28, 2014) — National Hunting and Fishing Day (NHF Day) and Yamaha Motor Corporation, U.S.A., have partnered to promote a grant program called the NHF Day Live It! Grant. Enrollment for the grants opened April 25, 2014.

NHF Day and Yamaha continue to promote conservation throughout the community. Through the Live It! Grant, deserving organizations are able to help further the program's goal of connecting everyone to the outdoors.

NHF Day encourages clubs, associations and agencies to submit detailed applications for their specific needs. A committee will review each application and award grants to help fund deserving events. All events must be National Hunting and Fishing Day focused and hosted in September 2014.

Some examples of how these grants can be used include:

- Equipment rental for event
- Marketing of event
- Purchase outdoor equipment

"We are very excited to partner with Yamaha on the NHF Day Live It! Grant," said Misty Mitchell, director of Conservation Programs Wonders of Wildlife. "Yamaha has continually stepped up to the plate to promote conservation and the recognition of sportsmen and women across the board. Any organization that is putting on an event that is connecting individuals to the outdoors is encouraged to apply. We look forward to seeing all the applications."

Open enrollment begins April 25, 2014 and is scheduled to close June 2, 2014. Live It! grant recipients will be notified June 23, 2014.

For questions regarding the NHF Day Live It Grant, groups can call Wonders of Wildlife 417-225-1118, e-mail nhfdday@wondersofwildlife.org or write to: Wonders of Wildlife 500 W Sunshine Springfield Mo 65807.

For more information about NHF Day, visit <http://www.nhfday.org> or <http://www.nhfday.org/Page/Grant-Opportunities.aspx> for the application and guidelines.

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