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**One Month Remains to Take the National Hunting and Fishing Day
Challenge Pledge**

Annual celebration set for Sept. 23

SPRINGFIELD, Mo. (August 24, 2017) - National Hunting and Fishing Day (NHF Day) is set for September 23, which leaves outdoorsmen and women only one month to participate in the NHF Day Challenge. By pledging to introduce someone to hunting, fishing or shooting, participants will have the opportunity to win a Richard Childress VIP race weekend package or the Ultimate Outdoor Experience in America's Conservation Capital from Big Cedar Lodge and Johnny Morris' Wonders of Wildlife National Museum and Aquarium.

Congress established National Hunting and Fishing Day to recognize hunters and anglers for their leadership in fish and wildlife conservation. Since launching in 1971, each fourth Saturday in September is set aside as NHF Day. This year's NHF Day is set for September 23 with NASCAR legend Richard Childress serving as honorary chairman.

"Mentoring is critical to ensure our outdoor tradition lives on through future generations," said Childress. "Make the commitment to take someone outdoors and show them why you value hunting, fishing and target shooting. Today fewer people are connecting with nature through hunting and fishing. Introducing someone to the joys of the outdoors not only enriches their life, it creates a future conservationist."

Each new hunter and angler created helps fund conservation. Every time someone buys a firearm, ammunition, archery equipment or fishing tackle, they contribute to habitat conservation and science-based wildlife management through the Wildlife and Sport Fish Restoration (WSFR) program. The WSFR is the cornerstone of fish and wildlife conservation in North America because it brings funding from the sporting arms, archery and fishing industries and sportsmen and women back to state wildlife management agencies. These monies, in addition to hunting and fishing license fees, are critical for conserving fish and wildlife across our nation.

Those who pledge to take someone hunting, target shooting or fishing will be entered for a chance to win two amazing prize packages. The first grand prize is a 2017 NASCAR race including pit and garage passes, garage and team hauler tours, and an opportunity to meet team owner Richard Childress. The second grand prize package includes a two-night cabin stay at Big Cedar Lodge in the beautiful Ozark Mountains; guided fishing trip on Table Rock Lake; and adventure passes to Top of the Rock Ozarks Heritage Preserve Lost Canyon Cave and Nature Trail and Ancient Ozarks Natural History Museum; Bass Pro Shops Outdoor Shooting Academy; and the Wonders of Wildlife National Museum and Aquarium, the world's foremost conservation attraction opening September 2017 in Springfield, Missouri.

To get involved in the NHF Day Challenge, visit NHFDay.org or call 417 225-1162.

NHF Day is made possible through the sponsorship and generous support of these well-respected companies and brands: National Shooting Sports Foundation, Bass Pro Shops, Yamaha, NRA, Realtree, GunBroker, Ducks Unlimited, NWTF, Cabela's, Keep America Fishing, Thompson Center, Izaak Walton League, My Outdoor TV, Florida Fish and Wildlife Foundation, Association of Fish and Wildlife Agencies, Shakespeare, Berkley, Plano and the Congressional Sportsmen's Foundation.

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