



HUNT • SHOOT • FISH

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YouTube Superstars Dude Perfect named Honorary Chairs for National Hunting and Fishing Day
Sportsmen behind viral videos are inspiring kids to get outdoors



Dude Perfect poses for a photo at Wonders of Wildlife, the official home of National Hunting and Fishing Day

Las Vegas, Nev. – Social media superstars “Dude Perfect” known for their viral videos that have garnered more than nine billion views, have been named the honorary chairs for National Hunting and Fishing (NHF) Day 2020. The announcement was made at SHOT Show, the nation’s largest annual trade show for professionals in the sport shooting, hunting and outdoor industry.

In a world increasingly disconnected from nature, National Hunting and Fishing Day strives to connect the next generation with the great outdoors through fishing, hunting and shooting sports to ensure wildlife is protected for generations to come. As the honorary chairs, Dude Perfect will use their platform of nearly 50 million subscribers to promote NHF Day’s mission of inspiring new audiences to get involved in hunting, target shooting and fishing. Their viral [Hunting Stereotypes](#) and [Fishing Stereotypes](#) videos have collectively amassed more than 150,000,000 views on YouTube alone.

“It’s more important than ever for us to be thinking of creative new ways to reach young audiences and inspire them to get outdoors – and no one is doing that better than Dude Perfect,” said noted conservationist and Bass Pro Shops founder Johnny Morris. “For us, it was a no-brainer to invite Dude Perfect, who already love to hunt and fish, to become the next honorary chairs for this historic holiday that celebrates our great outdoor heritage.”

About the 49th Annual NHF Day

On May 2, 1972, President Nixon signed the first-ever proclamation of National Hunting and Fishing Day, writing “I urge all citizens to join with outdoor sportsmen in the wise use of our natural resources and in insuring their proper management for the benefit of future generations.” Now in its 49th year, NHF Day is the largest, most effective grassroots movement ever undertaken to promote outdoor sports and conservation. Sportsmen and women organize hundreds of events across the country aimed at introducing new audiences to the outdoors.

Official partners for the 49th annual National Hunting and Fishing Day so far include Bass Pro Shops, Cabela’s, Wonders of Wildlife, National Shooting Sports Foundation, Ducks Unlimited, National Wild Turkey Federation, Izaak Walton League of America, Yamaha, and Congressional Sportsmen’s Foundation. For information on becoming an official partner, email nhfday@wondersofwildlife.org.

Take the Pledge

Now through September 4, pledge to take someone new hunting, fishing or target shooting in 2020, and you’ll be entered for a chance to win a \$500 Bass Pro Shops or Cabela’s gift card. Winners will be selected in September 2020. For more information, visit www.nhfday.org.

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About National Hunting and Fishing Day

Celebrated on the fourth Saturday of every September, National Hunting and Fishing (NHF) Day is the largest, most effective grassroots movement ever undertaken to promote outdoor sports and conservation. Enacted by Congress in 1971, the federally recognized holiday brings together sportsmen and women from across America to celebrate the rich tradition of hunting, target shooting and fishing through organized local, state and national events aimed at introducing new audiences to the outdoors. NHF Day’s official home is at the Wonders of Wildlife National Museum and Aquarium in Springfield, Missouri. For more information, visit www.nhfday.org.

About Johnny Morris’ Wonders of Wildlife National Museum and Aquarium

Johnny Morris’ Wonders of Wildlife National Museum and Aquarium consists of an all-new 1.5-million-gallon Aquarium Adventure showcasing 35,000 live fish, mammals, reptiles, amphibians, and birds, and immersive Wildlife Galleries that bring visitors eye-to-eye with the greatest collection of record-setting game animals ever assembled. Created by noted conservationist and Bass Pro Shops founder/CEO Johnny Morris, the 350,000-square-foot experience celebrates those who hunt, fish, and act as stewards of the land and water. Located next to Bass Pro Shops National Headquarters in Springfield, Missouri the campus is a centerpiece of America’s Conservation Capital in Missouri’s Ozark Mountains. Wonders of Wildlife has been voted “Best New Attraction in America” and “America’s Best Aquarium” by the readers of *USA TODAY*. For more information, visit www.wondersofwildlife.org.

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