

INTRODUCING HUNT RIGHT; HUNT FAIR CHASE



Unless you have been living under a rock for the past several years, this statement will come as no surprise; the image of the North American hunter is at risk.

As inconvenient and as hard to believe as this is, it is a reality and one we must face. There was a time when sportsmen were admired and respected for their skills, and unquestioned in their commitments to conservation and how they went about their business. Today, it's open season on hunting, and not just the activity, but the character of its participants—the hunters.

In the legacy of Theodore Roosevelt, the Boone and Crockett Club, along with support from industry, NGOs, and the outdoor media, is doing something about our tarnished image.

The next reality we must face is that there is no Madison Avenue PR firm we can hire. There is no cleverly crafted national ad campaign targeting non-hunters telling them what a great group of guys and gals we are that stands a chance of polishing up our image and quieting the critics without sportsmen and sportswomen engaging in this effort themselves.

Hunt Right; Hunt Fair Chase is a two-year outreach and communications initiative for today's sportsmen. Its purpose is to educate, inspire, and invigorate our commitment to fair chase hunting and to help all of us become better brand ambassadors for hunting.

In any national debate, one in which your motives, actions, and relevance are under question, in order to be heard and understood you must first have earned your permission to speak. Fair chase is our permission to speak. It says that for over a century hunters have held themselves to a higher

standard of ethical behavior that extends beyond game laws. It says hunting is conducted by principled men and women committed to something greater than themselves and just a kill.

Hunt Right; Hunt Fair Chase will appear as a national ad campaign across print and digital platforms. Below is a sample of what you will be seeing. To learn more visit huntfairchase.com

Be on the look out for Hunt Right; Hunt Fair Chase ads in your favorite hunting and conservation magazines.

THE MEASURE OF A HUNT

Just any ram is not what it's about for me. Mountain sheep are too special to just notch a tag because I could. Taking a mature ram or nothing at all is the contract I made with myself. The tape only tells me I lived up to my end of the deal.

**Hunt Right, Hunt Hard
HUNT FAIR CHASE**

The measure of a hunt is the measure of ourselves.

Join the conversation at www.HuntFairChase.com
Sign up for a **FREE** Hunt Fair Chase window decal

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