

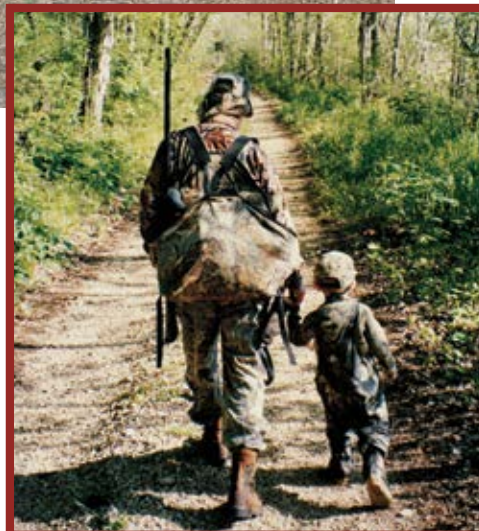
# DRIVEN TO ENJOY THE OUTDOORS

**RICHARD CHILDRESS**

NASCAR AND ARCA TEAM OWNER  
B&C REGULAR MEMBER



THE OUTDOOR  
WORLD AND  
ALL ITS  
WONDERS  
BROUGHT US  
TOGETHER.



I started hunting and fishing when my stepfather took me squirrel hunting and fishing for bluegill and bass around where I grew up in Winston-Salem, North Carolina. Since then, I've been fortunate to travel all over the world and have seen God's creations in places such as Africa, Argentina, New Zealand, Cuba, and British Columbia.

Hunting and fishing has always been a passion of mine. It's never been just about catching fish or harvesting a bird or animal. It's about enjoying being a part of nature and the great outdoors. The quiet chill of a mountain morning when the bull elk bugles, the sound of turkeys pitching off the roost, the explosion of a largemouth bass breaking water with a hook firmly set. The peaceful hum of crickets and song birds. The earthy feel of forests and the fields.

Then there were the special times spent with friends and family. Some of my greatest memories come from hunting and fishing with guys like Dale Earnhardt. And spending time with my grandsons and letting them experience the great outdoors just like I did when I was their age. After the day was done, we shared stories around a campfire, at the lodge, or even a backyard deck as the grill sizzled with the harvest of the day (if one was so lucky). The outdoor world and all its wonders brought us together.

As I grew older I discovered that as an American sportsman I also played a role for the greater good of our nation's wildlife and wild places. I learned that every time I purchased a hunting or fishing license, a firearm, ammunition, archery equipment, or fishing tackle, I contributed to habitat conservation, the scientific management of wildlife, and sustaining our natural resources. I was part of a century old system, established by fellow sportsmen and led by none other than Theodore Roosevelt, our 26th president of the United States of America. This system, called the North American Model of Wildlife Conservation, is the envy of countries around the globe. It has a lot of moving parts. Our public lands, access to those lands, partnerships with private landowners, and our right to keep and bear arms—all are unique to making this system work and ensuring a future for the public trust and our outdoor heritage.

American sportsmen and sportswomen are responsible for restoring populations of whitetail deer, elk, pronghorn, wild turkeys, waterfowl, and native



## TAKE SOMEONE HUNTING, FISHING OR TARGET SHOOTING AND ENTER A CHANCE TO WIN A NASCAR OR ULTIMATE OUTDOOR EXPERIENCE

*JOIN RICHARD CHILDRESS, HONORARY CHAIR FOR NATIONAL HUNTING AND FISHING DAY, IN CREATING THE NEXT GENERATION OF CONSERVATIONISTS*

National Hunting and Fishing Day (NHF Day), an annual celebration of hunters and anglers, features a new twist this year. Richard Childress, NASCAR legend and honorary chair for NHF Day, is asking hunters and anglers to participate in the new NHF Day Challenge by taking someone hunting, fishing, or target shooting. By pledging to introduce someone to the outdoors between now and NHF Day on Saturday, Sept. 23, participants will be eligible to win a Richard Childress Racing 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.

"If you are a sportsman, sportswoman or an angler, you can make a difference and support National Hunting and Fishing Day by becoming a mentor," said Childress. "Mentoring is critical to ensure our outdoor tradition lives on through future generations. Make the commitment to take someone outdoors and show them why you value hunting, fishing, and target shooting."

For millions of Americans, time spent hunting and fishing are treasured moments. Hunting and fishing brings friends and family together and provides one of the most immersive outdoor experiences possible.

"Today fewer people are connecting with nature through hunting and fishing," said Childress. "As outdoorsmen and outdoorswomen, we are one of the keys to reversing this trend. Help a friend, family member, neighbor, or co-worker learn how to hunt, fish, or shoot. 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 sportswomen 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 two HOT passes to a future NASCAR race, which includes 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 Johnny Morris' Wonders of Wildlife National Museum and Aquarium, the world's foremost conservation attraction opening on September 23, 2017 in Springfield, Missouri.

Restrictions and regulations apply, see sweepstakes entry for more details.



North American fish species, many of which were on the brink of extinction at the turn of the last century. In North Carolina, we helped bring back the elk population from near extirpation. We now have state and federal wildlife and land and water management agencies doing conservation work that is supported by license fees and Wildlife and Sport Fish Restoration (WSFR) program funds. The WSFR, which is the cornerstone of fish and wildlife conservation in North America, brings funding from the sporting arms, archery, and fishing industries and sportsmen and women back to state wildlife management agencies. These monies are critical for wildlife restoration and habitat management projects as well as for supporting hunter education, developing and managing shooting ranges, and providing public use and access to our wildlife resources. This strong partnership is the foundation of the most productive and cherished natural resource management system on earth.

It is true that we have faced many challenges and achieved some great conservation successes. America's sportsmen and sportswomen have always answered the call. But today we may be facing our greatest challenge of all and that is a continuing decline in the

number of people who are getting into hunting and fishing. This is a serious issue for the future of hunting, fishing, and conservation, and every one of us can do something about it. The focus for this year's National Hunting and Fishing Day (NHFD), which is held Sept. 23, is to challenge every hunter and angler to become a mentor and actively help get more people into hunting, fishing, and target shooting. Please step up to this challenge by visiting the National Hunting and Fishing Day website or by calling (417) 225-1162 to join a mentoring program or take the pledge to be an active mentor in your community. By taking the pledge, you'll have a chance to win a Richard Childress Racing VIP race weekend package for two or the Ultimate Outdoor Experience in America's Conservation Capital from Big Cedar Lodge and Johnny Morris' Wonders of Wildlife National Museum and Aquarium in the NHFD Challenge Sweepstakes.

If you enjoy the great outdoors, I invite and encourage you to become a part of this great outdoor legacy. By Sept. 23, there are two things you can do to take part in National Hunting and Fishing

Day: 1) be a mentor and take someone out hunting, fishing, or target shooting, or 2) find a mentor to take you hunting, fishing, or target shooting. It is time well spent, and I promise it will enrich your life in many ways.

Of all the accomplishments in my life, I am most proud of being an American sportsman and an important part of the past, present, and future in conserving our nation's resources. I sincerely hope to see you out there in the forest, field, or on the water. Together we can enjoy the personal and satisfying connection to the great outdoors with friends and family and play a critical part in upholding our fish and wildlife legacy for generations to come. ■




**RICHARD CHILDRESS**

## #HUNTSHOOTFISH

**TO GET INVOLVED IN THE NHF DAY CHALLENGE, VISIT NHFDAY.ORG OR CALL (417) 225-1162.**

