

**FOR IMMEDIATE RELEASE**

**September 1, 2020 [date of sending release]**

*Photos available by request*

**Izaak Walton League [Name] Chapter Holds Successful National Hunting and Fishing Day Event**

[City, State] – The [Name] Chapter of the Izaak Walton League offered opportunities for members of the public to enjoy outdoor recreation and celebrate the positive impacts of outdoor traditions on September [date].

[Number] participants attended the [Name] Chapter's [event name], [which included a kids fishing contest / and [number] novice hunters learned how to pursue game safely and ethically / where they learned about the Izaak Walton League's work to connect people to recreation and conservation / other description of what happened at the event].

[Insert quote from participant about how great the event was]

The event was held in honor of National Hunting and Fishing Day, which occurs each year on the fourth Saturday of September. Launched in 1971 – partly due to the efforts of the Izaak Walton League – the occasion brings together sportsmen and women to celebrate the rich tradition of hunting, target shooting and fishing.

Hunters and anglers are leaders in conserving and restoring habitat and wildlife. The Izaak Walton League works to promote recreation and conservation year-round, and is an official sponsor of National Hunting and Fishing Day. Tens of thousands of people across the country participate in NHF Day events each year, making it one of the most effective grassroots campaigns for promoting hunting, fishing, and conservation.

[Insert quote from chapter leader about how this successful event contributes to the Izaak Walton League's mission and is good for the community]

###

*Founded in 1922, the Izaak Walton League of America ([www.iwla.org](http://www.iwla.org)) and our more than 40,000 members protect America's outdoors through education, community-based conservation, and promoting outdoor recreation.*

**CONTACT:**

[Name]

[Title – Chapter President, Shooting Sports Coordinator, etc.]

Izaak Walton League [Name] Chapter

(555) 123-4567 or [president@iwla.org](mailto:president@iwla.org)