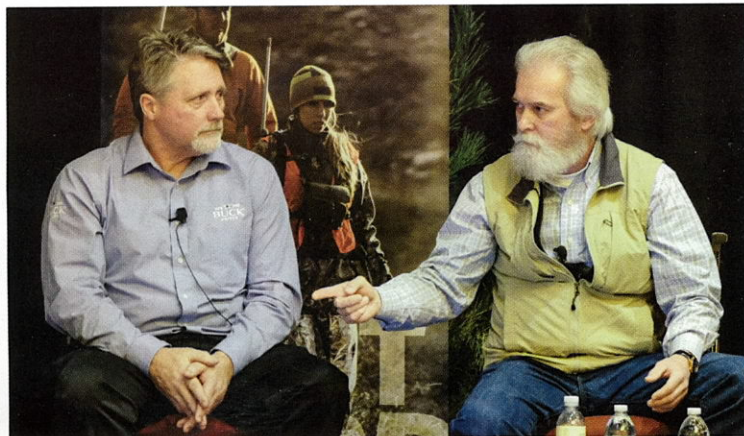


Polishing Our Image

Boone and Crockett Club is seeking sponsors for its new fair chase initiative



Industry leaders discuss fair chase ethics and the role of hunters in conservation.

will be leading a broad-based communications campaign to invigorate our commitment to the ethical pursuit of game and highlight the tradition of hunting as a mechanism for conservation.”

This summer, Boone and Crockett will be launching the HuntFairChase.com website and releasing ads to encourage hunters to strengthen the tradition of fair chase. Corporate sponsors will help extend the reach of the campaign, sharing materials through their own platforms and social media channels. At the luncheon, executives from Buck Knives, Yeti, and Under Armour expressed their commitment to the vision.

“I’m part of the millennial generation of hunters,” said Yeti’s Ben O’Brien. “We have to have a moral connection to hunting. We need to have an intellectual conversation with our peers about why we do what we do. Hunt Right, Hunt Hard will provide the tools to have that conversation.”

—Jodi Stemler

In recent years, social media has facilitated a shift from an “anti-hunting” movement to an “anti-hunter” movement—a shift that targets individual hunters in a very public and easily shared environment. Most hunters are quick to say that nearly 80 percent of the public supports regulated hunting; what they don’t realize is that 65 percent also believe that many hunters are unsafe or knowingly violate hunting laws. With the public shaming of hunters on the rise, it is time to take a hard look at our own foundation of hunting ethics and to polish our image.

The Boone and Crockett

Club is taking this issue head on, and they need the help of the industry. At a luncheon hosted by *Field & Stream* and *Outdoor Life*, B&C presented their new fair chase marketing initiative, “Hunt Right, Hunt Hard,” encouraging hunters to go back to the roots of Theodore Roosevelt’s hunter ethics.

“In a society where urban ideologies are increasingly in the forefront, the hunting community must address the fact that today’s hunters are facing a more difficult future in terms of public acceptance,” noted B&C communications committee chair CJ Buck. “In response, the Boone and Crockett Club