



## **NDA Continues Hunting Heritage Guardianship With Support from BPS**

**INDIANA, PA** — Bass Pro Shops continues to pledge financial support to the [National Deer Alliance \(NDA\)](#). NDA was created in 2014 to serve as the guardian for wild deer conservation and our hunting heritage working at the policy level. The concept of NDA was developed at the inaugural Whitetail Summit held at Bass Pro Shops' Big Cedar Lodge in Branson, Missouri in 2014. Bass Pro Shops has been a supporter of NDA since its inception. A symbolic check was given to NDA president and CEO, Nick Pinizzotto, by Bass Pro Shops founder and CEO, Johnny Morris at last week's Shooting, Hunting, Outdoor Trade Show (SHOT) in Las Vegas.

Guided by the visionary leadership of founder Johnny Morris, Bass Pro Shops is leading North America's largest conservation movement by rallying passionate customers alongside dedicated team members, industry partners and leading conservation organizations like National Deer Alliance to collectively shape the future of the outdoors and all who love it for generations to come. "We are proud to partner with and support the National Deer Alliance's commitment to advance policies good for the future of deer and our nation's hunting heritage," said Bob Ziehmer, senior director of conservation.

"It's fitting that NDA got its start at Big Cedar Lodge considering the unmatched support of conservation provided by Bass Pro Shops throughout the company's history," said Pinizzotto. "I'm proud of how far NDA has come over its first five years but there's no question that the organization wouldn't be where it is today without the unwavering support of Johnny Morris and Bass Pro Shops."

Becoming an NDA member is free. Join and sign up for the award-winning NDA "On Watch" e-newsletter at [NationalDeerAlliance.com](#). NDA is calling upon all deer enthusiasts to support its mission to serve as the guardian of wild deer conservation, and our hunting heritage. Visit the [NDA website](#) to learn more.

**About National Deer Alliance:** NDA is a nonprofit conservation organization with a mission to serve as the guardian for wild deer conservation and our hunting heritage. Focusing primarily on issues at the policy level, NDA is a leader in advocating for sustainable, science-based conservation of wild deer and fair-chase hunting, and is a source for credible, responsible, and timely information. NDA is an

established and respected leader in the fight against chronic wasting disease. Learn more at [nationaldeeralliance.com](http://nationaldeeralliance.com). Learn more at [nationaldeeralliance.com](http://nationaldeeralliance.com).

**About Bass Pro Shops®:** [Bass Pro Shops](http://BassProShops.com) is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler Johnny Morris began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela's](http://Cabela.com) to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](http://WhiteRiverMarineGroup.com), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](http://BigCedarLodge.com), America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

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