



## **NDA Official Launch Partner of Johnny Morris' Wonders of Wildlife National Museum & Aquarium's Mission Conservation**

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*Wonders of Wildlife is collaborating with Agents of Discovery to bring Image Recognition (IR) Missions that young learners can play and share with their community.*

INDIANA, Pa. - (April 29, 2020) — Johnny Morris' Wonders of Wildlife National Museum and Aquarium has launched a new initiative to bring educational gaming technology to families at home through the use of Image Recognition (IR) triggered images. The National Deer Alliance (NDA) is proud to be an official launch partner of the platform that debuts different missions and activities each Monday (Mission Mondays) through the end of June.

The educational mobile gaming platform, developed in partnership with Agents of Discovery, uses augmented reality to engage youth through active learning. The goal is to help turn homes and backyards into a fun and safe educational environment during these unprecedented and challenging times. A full schedule with additional details is available here.

"This is an exciting program at a time when all of us are looking for new and different ways to learn with our families," said NDA president and CEO Nick Pinizzotto. "Using technology to educate outdoorsmen and outdoorswomen of all ages while so many aren't able to get outside is a great way to keep us ready for our next outdoor adventure."

The NDA and several other organizations, including the U.S. Fish & Wildlife Service, Congressional Sportsmen's Foundation and U.S. Forest Service are launch partners for this unique and timely initiative.

More information about the NDA and their mission to protect the hunting heritage and wild deer conservation can be found at NationalDeerAlliance.com. Deer enthusiasts are encouraged to sign up for free NDA membership and begin receiving exclusive news and benefits.

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#### About National Deer Alliance:

NDA is a nonprofit 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).

#### About Johnny Morris' Wonders of Wildlife National Museum and Aquarium

Johnny Morris' Wonders of Wildlife National Museum and Aquarium consists of an all-new 1.5-million-gallon Aquarium Adventure showcasing 35,000 live fish, mammals, reptiles, amphibians and birds, and immersive Wildlife Galleries that bring visitors eye-to-eye with the greatest collection of record-setting game animals ever assembled. Created by noted conservationist and Bass Pro Shops founder/CEO Johnny Morris, the 350,000-square-foot experience celebrates people who hunt, fish, and act as stewards of the land and water. Located next to Bass Pro Shops National Headquarters in Springfield, Missouri the campus is a centerpiece of America's Conservation Capital in Missouri's Ozark Mountains. Wonders of Wildlife has been voted "Best New Attraction in America" and "America's Best Aquarium" by the readers of USA TODAY. For more information, visit [www.wondersofwildlife.org](http://www.wondersofwildlife.org).

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