

## **Yamaha Sweepstakes Supports Outdoor Sports and Conservation**

### *Winner of National Hunting and Fishing Day Giveaway Announced*

CYPRESS, Calif. ([PRWEB](#)) January 07, 2015 -- [Yamaha Outdoors](#) has been a longtime partner and supporter of [National Hunting and Fishing Day](#) (NHF Day), an annual celebration of outdoorsmen and women and the important contributions they make to the environment and economy. To help raise awareness and excitement for NHF Day in 2014, Yamaha donated a Viking Side-by-Side (SxS) vehicle – a new high in the level of support for the day’s events and participants.

Dorothy Jones of Blanks, La., was randomly selected as the winner. An avid hunter, Jones will soon be enjoying the class-leading comfort and superior off-road capability offered by her new 2014 Viking. And she can take pride in knowing that every Viking is assembled in the U.S.A. at Yamaha’s factory in Newnan, Georgia.

In addition to the Viking sweepstakes, Yamaha stepped up in 2014 as the founding sponsor of the all-new NHF Day Live It! Grants – a proactive, grass roots program created to celebrate hunters and anglers and all they do for conservation. Through the Live It! Grant program, NHF Day provided 13 grants to deserving organizations for 2014 NHF Day events that helped further the goal of connecting people to the outdoors.

“We’re very happy to have Yamaha as a sponsor of National Hunting and Fishing Day, and a special thanks to the Yamaha Outdoor Access Initiative for its founding support of the new Live It! Grants,” said Misty Mitchell, Director of Conservation Programs for Wonders of Wildlife museum in Springfield, Mo. – the official home of NHF Day. “Yamaha vehicle giveaways continue to be a big hit with NHF Day participants, and the Live It! Grant program would not have been possible without Yamaha’s added contributions last year.”

NHF Day falls on the fourth Saturday of September each year and serves as the most effective grassroots effort ever taken to promote outdoor sports and conservation. Yamaha, through its relationships with organizations such as Ducks Unlimited, Safari Club International, Buckmasters, National Wild Turkey Federation, Rocky Mountain Elk Foundation and NHF Day, among others, is the leading ATV and SxS manufacturer supporting these conservation efforts.

About Yamaha Motor Corp., U.S.A.

Yamaha Motor Corporation, U.S.A., (YMUS), a leader in the motorsports market, makes the toughest, most capable and versatile ATV and Side-by-Side vehicles. The company’s ever-expanding product offerings also include motorcycles, outboard motors, personal watercraft, snowmobiles, boats, outdoor power equipment, accessories, apparel and much more. YMUS products are sold through a nationwide network of dealers in the United States.

Headquartered in Cypress, Calif., since its incorporation in 1976, Yamaha also has facilities in Wisconsin and Georgia, as well as factory operations in Tennessee and Georgia. For more information on Yamaha, visit [www.yamaha-motor.com](http://www.yamaha-motor.com).

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SxS Vehicles are recommended for use only by licensed drivers age 16 years and older.

**Contact Information****Van Holmes**

Yamaha Motor Corp., U.S.A.

<http://www.yamaha-motor.com>

+1 310-902-9457

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