



For Immediate Release
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Another Successful Year for SCI's Reno Convention

Tucson, AZ – Safari Club International (SCI) this week is thanking exhibitors, donors and members for making its 2009 Annual Hunters' Convention successful in the face of a tough economy. The Reno convention raised millions of dollars for SCI's mission of hunter advocacy, conservation, education and humanitarian services in North America and worldwide.

With approximately 20,000 attendees, nearly four miles of aisles and 1,100 vendors and exhibitors, SCI attendees had more hunts, guns, gear, mounts, jewelry and art to see at the 2009 Convention than at any other hunting show around the country. This year's show also boasted numerous seminars, led by outdoor celebrities such as Craig Boddington, Jim Shockey and Mark Watts on hunting abroad and how individuals can pursue their hunting dreams.

"In 2009 about 90% of the people I waited on were new customers, which speaks very highly for SCI's ability to mobilize the hunting community and entice them into coming to SCI's show, the world's largest gathering of elite hunters, professional hunters and gear companies," said Richard Sanders, President of Tiffin Hill Marketing Communications. This was Sanders' 25th year working at the SCI show with client Russell Moccasin.

One of the biggest highlights of the show was the auction of a deer hunt in Michigan with baseball superstars Kirk Gibson, David Wells and Jake Peavy, which brought in \$100,000 to help fund the SCI Foundation's Disabled Hunter program.

Another highlight this year was the SCI Sportsmen Against Hunger community event, held in conjunction with the Reno chapter of The Salvation Army. In a single evening, more than 1,400 people in need were served meals that included high protein wild game meat donated by SCI members committed to helping the less fortunate.

"The 37th Annual Hunters' Convention was a success for SCI because our members, exhibitors and donors place a high priority on their passion for hunting, as reflected in their unwavering commitment in coming to Reno and seeing the best there is in the world of hunting. This commitment translates directly into SCI's strength for 2009 across the spectrum of our advocacy, education, conservation and humanitarian programs," concluded Merle Shepard, President of SCI.

Avid hunters who are interested in joining SCI and attending the SCI's next convention in Reno, Nevada, January 20-23, 2010, are invited to discover more at www.safariclub.org.

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SCI-First For Hunters is the leader in protecting the freedom to hunt and in promoting wildlife conservation worldwide. SCI's approximately 190 Chapters represent all 50 of the United States as well as 18 other countries. SCI's proactive leadership in a host of cooperative wildlife conservation, outdoor education and humanitarian programs, with the SCI Foundation and other conservation groups, research institutions and government agencies, empowers sportsmen to be contributing community members and participants in sound wildlife management and conservation. Visit the home page www.safariclub.org or call (520) 620-1220 for more information.

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