



IHEA & Partners Create Digital Media Tools to Help New Hunters Clear Hurdles to Get Outside

'Hunters Connect' will answer How-To, Where-To, When-To and What-To for Those Entering Hunting for First Time

More than 600,000 new hunters go through hunter education courses annually in the U.S. and the International Hunter Education Association (IHEA-USA) is continually striving to communicate with those hunters using a variety of methods. [Hunters Connect](#), part of [HunterEd.Com](#), a new HunterEd R3 outreach program, was created to leverage digital media tools that lower the hurdles facing new hunters. Available beginning August 5, Hunters Connect's digital video library will provide the "how-to," "where-to," "when-to," "what-to" for new hunters.

These topics will cover what new hunters want to know yet have struggled to find as the mentor-based culture has changed. From purchasing and applying for licenses, selecting firearms and bows, choosing gear, reading maps, tactics for hunting different species, food care and prep, and everything in between, **Hunters Connect** will speak to the Millennial and Gen Z generations and those adult onset hunters just entering hunting. The existing library will be enhanced with a weekly video added every Monday **and distributed** via all social media channels; YouTube, Facebook, Instagram, and email.

"Those of us who have hunted for decades take for granted the steep learning curve new hunters face. Changes to the social and cultural structure of American society has altered how we must recruit new hunters. **Hunters Connect** will be a great tool for those who seek to grow and enhance their hunting knowledge and experiences," stated David Allen, Executive Director of IHEA-USA. "Additionally, I would like to thank Bass Pro Shops and Cabela's for partial funding of our start-up costs from a grant provided by the Bass Pro Shops & Cabela's Outdoor Fund. This funding was crucial to our start-up efforts," added Allen.

The **Hunters Connect** digital library is accessible to all state agencies to help their in-class HE courses and to promote hunting in their state – and the program is free, thanks to generous industry grants. **Hunters Connect** is owned by the International Hunters Ed Association (IHEA-USA) and is produced in partnership with On Your Own Adventures, LLC whose principal is Randy Newberg of Bozeman, MT.

"We are excited to play a role in this new R3 effort. Building a searchable and shareable digital content library uses the proven distribution model new hunters prefer for consuming information. Reaching these hunters via their preferred media platforms is essential for recruiting, retaining and reactivating hunters in the US," offered Newberg from his OYOA production facility in Bozeman, Montana.

In addition, [Hunters Connect](#) can be found on onX Hunt's all-new Hunt Central platform. Hunt Central by onX provides the latest hunting season and license information on both a state-by-state and species-by-species basis. Explore hunting seasons, where to buy a hunting license and much more. When combined with the onX Hunt App, users can access hunting maps from their desktop or mobile device, even when they are outside of cell service.

"onX is pleased to partner with IHEA on **Hunters Connect** for this unique resource that's never yet been provided. We believe this free, easy-to-use platform is a key resource for all hunters—both seasoned and new—to help minimize barriers to entry," stated Zach Sandau, onX Hunt Marketing Manager.

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