



NEWS RELEASE

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Contact: Miles Moretti, (801) 230-2207, miles@muledeer.org
Troy Justensen, (801) 557-3352, troy@sfw.net

Virtual Western Hunting & Conservation Expo Raises \$8.1 Million for Conservation

Salt Lake City, UT: In spite of the virtual format, the 2021 [Western Hunting & Conservation Expo](#) (Hunt Expo) was a success raising \$8.1 million with, on average, 94% of funds from state auction tags going back to wildlife agency conservation programs. The virtual Hunt Expo, hosted by the Mule Deer Foundation and Sportsmen for Fish and Wildlife, was held in mid-February and drew more bidders to the online auction and there were more applications for Utah's 200 limited entry tags than ever before. In addition, the response to the virtual exhibit hall featuring many of Hunt Expo's regular booths was very positive.

"This past year has been a challenge for all of us and unfortunately Hunt Expo had to go fully online and looked a lot different from normal. We weren't sure how it would go, however our members and supporters continued to support our organizations' missions and the virtual Hunt Expo ended up working out very well," noted Miles Moretti, outgoing president/CEO of the Mule Deer Foundation. "This certainly isn't how I envisioned my last Expo would be, but I am proud of the innovation and hard work that went into making it successful and I look forward to coming to next year's Hunt Expo as an attendee!"

"Thank you to everyone across the country who tuned in to the virtual Western Hunting & Conservation Expo last month and thank you to our sponsors and exhibitors who continue to support us," commented Troy Justensen, president of Sportsmen for Fish & Wildlife. "While we can never replace the fun and camaraderie of an in-person event, holding Hunt Expo online allowed people to participate who might not normally have been involved. I hope that this inspires them to take the time to come to Salt Lake and join us next year when we plan to once again have the Expo Hall open."

The 2022 Western Hunting & Conservation Expo is scheduled for February 10-13 in the Salt Palace Convention Center in Salt Lake City, Utah. Information about this year's Hunt Expo and details about next year's show will be posted on the WHCE website at www.huntexpo.com.

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About MDF

The Mule Deer Foundation is the only conservation group in North America dedicated to restoring, improving and protecting mule deer and black-tailed deer and their habitat, with a focus on science and program efficiency. MDF is a strong voice for hunters in access, wildlife management and conservation policy issues. MDF acknowledges regulated hunting as a viable management component and is committed to recruitment and retention of youth into the shooting sports and conservation. Get involved in your state or become a member at www.muledeer.org or call 1-888-375-3337.

About SFW

Headquartered in Marriott-Slaterville, Utah, Sportsmen for Fish & Wildlife is a charitable, non-profit 501(c)(3) organization. The mission of SFW is to promote the protection and enhancement of wildlife habitat, assist in providing quality wildlife management programs, educating the public about the role hunters play in wildlife conservation, and perpetuating the family tradition of hunting and fishing. Visit www.sfw.net or call 801-936-1386.