

wildHERness™ Announces New Partnership with Hunters of Color

OLATHE, KS – wildHERness™, the fastest growing women’s outdoor organization in the Kansas City metro area, proudly announces its newest partnership with Hunters of Color. The collaboration exemplifies wildHERness’ belief that the outdoors is a place for everybody and furthers their mission of recruiting new participants to outdoor pursuits.



“This past year has been a challenge for many people, but the silver lining to this pandemic is that people have returned to outdoor recreation in droves,” says wildHERness President, Jess Rice. “The upward trend has presented many opportunities for underrepresented demographics to finally take the first step on their outdoor journeys. Through our partnership with Hunters of Color, we are excited to work with an organization devoted to making the outdoors a place where everyone feels welcome, regardless of race, sex, orientation or lifestyle.”

“Everyone has a different justification for their desire to hunt or fish,” Rice continued. “The key to ensuring long-term participation in the outdoors is tuning in to those reasons, as well as barriers that might exist, and providing experiences and skill-building events that cater to them. We can’t fall back on the traditional hunter heritage to interest the younger generation; recruitment efforts fall flat if we fail to incorporate new perspectives.”

[Hunters of Color](#), founded by Jimmy Flatt in 2020, takes a similar approach to diversifying the outdoors. Hunters of Color was founded on MLK’s concept of “Beloved Community.”



“Hunters of Color exists to facilitate important conversations about race through empathy and active listening, and to ultimately create an outdoors where everyone feels welcome, invited, safe, and equipped for success,” said Lydia Parker, Director of Development for HOC. “We believe that *‘The Outdoors are for Everyone’* and we will continue to challenge stereotypes and break down barriers to entry until hunting demographics reflect this truth,” Parker continued.

Through their new partnership, the two organizations will host a virtual turkey calling class for new hunters. Debbie LeGette, of [Debbie Outdoors](#), has graciously agreed to instruct the first class. LeGette has a strong relationship with the National Wild Turkey Federation™, serving as the South Carolina State Chairwoman for the Women In The Outdoors® program. A longtime turkey hunter, LeGette also represents several companies including Kryptek™, Dead End Game Calls® and Cabelas/BassPro Shops®. Those interested in attending the virtual class, which will be held on March 18, 2021 at 6 pm CST, can visit wildherness.org/events to register.

ABOUT WILDHERNESS

Founded in 2020, wildHERness aims to create a community of strong, adventurous sportswomen through participation in outdoor pursuits. The organization empowers women by building independence and self-sufficiency, and creates a community of support to encourage outdoor adventures. Learn more at wildherness.org.

ABOUT HUNTERS OF COLOR

Founded in 2020, HOC creates a more equitable community for hunters of color by dismantling barriers to entry through educational opportunities, mentorships, and resources for new hunters, in order to promote diversity and preserve the North American Model of Wildlife Conservation. HOC provides a mentorship database, connecting those wanting to learn hunting skills with seasoned mentors. To learn more, visit huntersofcolor.com.

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