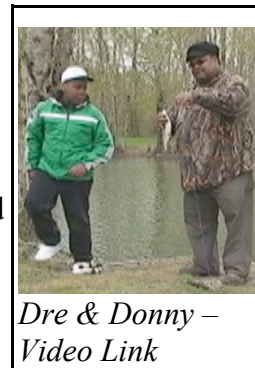


**Why don't African Americans Hunt?
By Donny Adair, President
African American Hunting Association, LLC**

Dre and I walked for 4 hours soaking in many of the exhibits at the annual sportsman's exhibition this past February.

One constant was that we didn't see any other Black people among the thousands who were talking to outfitters from all over the world, attending workshops and seminars and visiting with vendors. Dre, a wonderful thirteen year old boy whom I was fortunate to get matched up with by the Big Brothers Big Sisters Program, asked me the question I have been asking for years. "Why don't African Americans participate very much in outdoor sports, especially hunting?"



*Dre & Donny –
Video Link*



Big Brothers Big Sisters - Video Link

According to the most recent U.S Census estimates on the distribution of the U.S. population by race/ethnicity (2007) there are 37 million African Americans or about 12 percent of the total population. According to the U.S. Department of Fish and Wildlife data for the same year, only 1 percent of those who hunt are African Americans.

In the spring of 2008, in response to what I perceived as an opportunity and a need, I created the **African American Hunting Association (AAHA) Website** aahunt.com. The response from people all over the world has been exciting. The mission the African American Hunting Association LLC (AAHA) is to increase the number of African Americans and urban residents living in the United States involved in hunting, game management, shooting sports, and conservation. The values AAHA is founded on include the rights of all Americans to hunt for food and for sport, the rights of individuals to own and use firearms and other weapons in accordance with the Constitution of the United States and all applicable federal, state and local laws.

Also, last summer Greg Gordon owner of, [NLE Media](#), who built the website, introduced the idea that we should co-produce an outdoor television show aimed at African Americans, who represent a vast untapped consumer market. Well, one thing led to another, and now we have completed the first season of 13 shows, which can be viewed on the [website](#) and [DVD's](#) of the

show can be purchased. The shows feature host Donny Adair, his 23-year old son Donnell, and other young African American hunters and fisherman. The hunts and fishing adventures were videotaped in Oregon (our home state), Idaho and Mississippi, which I call my adopted home state. The game harvested includes [Chukar](#), [Pheasant](#), [Ducks](#), [Geese](#), [Blacktailed Deer](#), [Elk](#), [Whitetail Deer](#), [Salmon](#), [Sturgeon](#) and other warm water fish. AAHA and NLE Media are now seeking sponsors to take their 30-minute show to the television airwaves.



Donnell – Video Link

The AAHA invites everyone who supports the mission, goals and objectives of our organization to participate with us regardless of their individual race, ethnicity, national origin, gender or sexual orientation. It is a multi-cultural organization. All are welcome to join AAHA. **The goals and objectives are work to promote better understanding and acceptance of the sport of hunting at the local, regional and national level; and to increase involvement of African American individuals and families in hunting and associated outdoor sports such as camping, hiking, fishing biking, photography, etc.** The AAHA will increase the opportunity for African American hunters to obtain state of the art or the best hunting equipment each hunter can afford. The AAHA will provide increased opportunities for African Americans to enjoy the great outdoors, regionally, nationally and internationally.

For more information contact Donny Adair at donnyadair@yahoo.com.