

FOR IMMEDIATE RELEASE
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Bass Pro Shops announces plans for new destination retail store in Morgantown, West Virginia

Custom location to showcase Bass Pro Shops, Cabela's and TRACKER brands with first-of-its-kind, five-story TRACKER Boat Tower



MORGANTOWN, W. Va. — Officials at Bass Pro Shops and WestRidge, Inc. today announced plans to open a new destination retail location to anchor WestRidge Crossing, a new mixed-use development in Morgantown, West Virginia.

“West Virginia, the Monongahela River area and nearby southwestern Pennsylvania are some of the best regions in the country for fishing, hunting and outdoor recreation,” said noted conservationist and Bass Pro Shops founder Johnny Morris. “We are thrilled to be part of this fantastic new development in Morgantown and look forward to bringing our iconic outdoor brands including Bass Pro Shops, Cabela’s and TRACKER Boats and ATVs to outdoor enthusiasts in the area.”

Envisioned as a tribute to the great sporting heritage of the region and a celebration of the sportsmen and women of West Virginia, this customized location will build on the signature qualities that define the award-winning Bass Pro Shops shopping experience combining retail with entertainment, conservation and outdoor education.

“As a lifelong outdoorsman and fisherman myself, I can tell you that having a Bass Pro Shops store at the new WestRidge development by Morgantown will be a total game-changer for our state,” West Virginia Governor Jim Justice said. “It will make the area an absolute destination location for anyone and everyone who loves the outdoors across the entire region. I can’t wait to visit for myself when it opens.”

A colossal five-story, first-of-its-kind boat display tower will showcase industry-leading brands including TRACKER, NITRO, SUN TRACKER, REGENCY and TAHOE boats built by Bass Pro’s White River Marine Group, manufacturer of America’s favorite fishing boats. In addition,

the 10,000-square-foot boat center will display a wide assortment of the new TRACKER OFF ROAD ATVs and side-by-side vehicles.

More than just a fishing and hunting store, the retail location will offer equipment and clothing for hiking, backpacking, wildlife viewing, camping, and other related outdoor gear. A gift and nature center will feature a wide variety of outdoor-related items from lamps and dishes to bird feeders and furniture. Men's, Ladies' and Children's apparel sections will offer a wide assortment including national brands such as Columbia, North Face, ASCEND, Under Armour and more for greater selection, quality and value.

Immersive outdoor features

In addition to providing customers with the outdoor products they love, a team of talented artists and craftsmen will design the store's completely customized imagery to reinforce its immersive outdoor theme. The signature creativity and attention to detail are hallmarks of every experience from Johnny Morris, who is often referred to as, "The Walt Disney of the Outdoors" for his knack for creating amazing experiences that connect people with nature.

Unique exterior and interior motifs have branded Bass Pro Shops as visually appealing, high quality outdoor retail destinations that customers love. In addition to providing a fun outdoor experience indoors, Bass Pro Shops locations feature a large aquarium and water features stocked with native fish species, thousands of local antiques and artifacts, hundreds of trophy fish and wildlife mounts, and murals depicting local scenes.

Celebrating conservation and community

Conservation, another Morris trademark and signature company value, will play an important role in the store's mission. The new location will host dozens of events throughout the year aimed at connecting new audiences – and particularly children – to the outdoors. Hands-on demonstrations and interactive activities will be offered such as "Gone Fishing," an annual event which aims to introduce families to fishing through catch-and-release ponds, casting games and free fishing seminars with the goal of creating the next generation of conservationists. More than 100,000 kids caught a fish at Bass Pro Shops events last year alone, many for the first time. The store will also support local conservation organizations that protect wildlife and habitat.

"We are thrilled to be announcing Bass Pro Shops at WestRidge, where they will be located directly on Interstate 79 – right at the front door of our 1,000-acre mixed-use development," said Holly Childs, Director of Business Development & External Relations for WestRidge. "We are confident that WestRidge will be a huge success for the Morgantown region and the State of West Virginia. Bass Pro has an incredible draw as a true destination retailer and will be an amazing anchor tenant."

Tom Bloom, President of Monongalia County Commission, added, "The decision by Bass Pro Shops to open their first West Virginia store in Monongalia County speaks volumes about the economic strength of the Morgantown region. This project confirms that WestRidge is well positioned as a super-regional shopping destination, and will continue to create new jobs and investment in our county."

Bass Pro Shops is expected to employ more than 100 "outfitters" at its new Morgantown location, many of whom will come from the local region. Employment information, when available, will be posted at www.basspro.com/careers.

Bass Pro Shops, which joined forces with Cabela's in 2017, also has locations in Charleston and Wheeling, West Virginia. Construction timing and an opening date will be announced in the following months.

About Bass Pro Shops

[Bass Pro Shops](#) is North America's premier outdoor and conservation company. Founded in 1972 when avid young angler [Johnny Morris](#) began selling tackle out of his father's liquor store in Springfield, Missouri, today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops acquired [Cabela's](#) to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America's Premier Wilderness Resort. Under the visionary [conservation leadership](#) of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Forbes as "one of America's Best Employers."

About WestRidge Business + Retail Park

WestRidge Business + Retail Park is a master planned, mixed-use development of 1,000+ acres located in Westover (Morgantown), West Virginia. WestRidge Commons will be the heart of the entire WestRidge development, with more than 400,000 square-feet in exciting new shopping and dining options coming to the market by 2021. WestRidge offers retailers immediate access to the booming I-79 corridor and is the newest phase of a super-regional retail center currently supporting 2.8 million+ square feet and recently documenting a 75-mile shopping draw.

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