



**For Immediate Release
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Bass Pro Shops and Cabela's customers help connect kids to nature by trading in gear during annual Spring Fishing Classic

2020 Spring Fishing Classic begins March 12 bringing deals on the latest gear, events, activities and special giveaways for all levels of anglers

SPRINGFIELD, Mo. — Bass Pro Shops and Cabela's are celebrating the return of fishing season and inviting customers to trade in used gear to be donated to local charities in exchange for big savings. The [2020 Spring Fishing Classic](#) is a free celebration taking place March 12 – April 1 in all Bass Pro Shops and Cabela's locations across the United States.

Customers who donate used rods and reels (in working order) can receive trade-in savings of up to \$150 on the purchase of a new rod and reel. The used fishing equipment will be donated to local nonprofit organizations. In the last five years, Bass Pro Shops and Cabela's has donated more than 400,000 products to youth-focused nonprofit organizations as part of the company's mission to inspire everyone to enjoy, love and conserve the great outdoors.

The Classic also includes free fishing seminars for all skill levels, national and local professional angler appearances at the "It's Hookset Season!" tips and how-to sessions, activities for women and children and free giveaways. Visitors will also see a variety of special offers to upgrade their gear before they hit the water.

"The annual Spring Fishing Classic is a free event that reaches more than 7 million people each year and provides great opportunities for families to get ready for fishing season and creating lifelong memories together on the water," said Bass Pro Shops Communications Manager Katie Mitchell. "Customers and anglers can participate in our rod and reel trade-in program which allows us to collect and donate products to local organizations that teach young people to enjoy and appreciate the outdoors."

Free Seminars and Family Events

The 2020 Spring Fishing Classic is celebrating Hookset Season by offering opportunities to learn from the pros with free seminars hosted by some of the greatest anglers in the sport. To see a complete list of sessions and special appearances, visit www.basspro.com/classic and www.cabelas.com/classic.

Women's Fishing Workshops (anyone is invited who is just learning how to fish) are also available with introductory fishing information, casting tips and helpful insights on fishing apparel-wear on Saturday, March 28 at 11 a.m. The first 25 attendees of the Women's Fishing Workshop will receive a free tote.* (*Must be 18 years of age to receive tote)

Kids' Weekend offers free activities focused on teaching kids the basics of fishing. Kids activities are available from noon to 4 p.m. on March 28-29. Free activities include a kids' catch and release pond*, casting challenges, a fishing workshop, fun crafts, and a photo download. (*Some activities may vary per store)

Special Offers

A number of special offers are available during the Spring Fishing Classic:

- Bass Pro Shops and Cabela's CLUB card customers can earn up to \$100 in CLUB points and earn \$25 in CLUB points for every \$250 spent on new gear throughout the Spring Fishing Classic.
- Attendees can also enter for a chance to win a fishing trip with 2019 Major League Fishing champion Edwin Evers. The winner will receive a one-day fishing trip, a Johnny Morris Platinum Signature Series Baitcast Combo, travel expenses and hotel accommodations—a total retail value of \$5,000. Register at the stores or online at www.basspro.com/classic or www.cabelas.com/classic.

For trade-in program details, event times and information on qualifying offers visit www.basspro.com/classic or www.cabelas.com/classic.

About Bass Pro Shops®

[Bass Pro Shops](http://www.basspro.com) 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](http://www.cabelas.com) 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](http://www.whiterivermarine.com), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](http://www.bigcedarlodge.com), 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.”

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