



FOR IMMEDIATE RELEASE

April 20, 2020

Bass Pro Shops founder Johnny Morris to donate one million face masks to COVID-19 healthcare workers

Convoy of Hope will distribute FDA-approved masks in every Bass Pro Shops and Cabela's community across the United States

SPRINGFIELD, Mo. – Bass Pro Shops founder Johnny Morris is personally donating one million FDA-approved ASTM Level 1 Procedure Face Masks to healthcare workers and first responders working on the front lines of the COVID-19 crisis across the United States.

The nationwide donation comes as supplies for personal protective equipment are in high demand and short supply in the wake of the COVID-19 pandemic. Due to the influx of patients at U.S. hospitals and medical centers being treated for the virus, critical supplies like face masks have been rapidly depleted, leaving tens of thousands of healthcare workers in a vulnerable state as they race to save lives and protect communities.

“We are extremely grateful to our nation’s healthcare workers serving on the frontlines of this unprecedented global health crisis,” said noted conservationist and Bass Pro Shops founder Johnny Morris. “These heroic men and women continue to dedicate their lives to save the loved ones of others, and we are all honored to support them on behalf of everyone at Bass Pro Shops and Cabela’s, and the communities we serve.”

Convoy of Hope is utilizing its national network of partners and volunteers to identify appropriate local hospitals and medical facilities, and help distribute the masks based on area needs and demands. The donation will provide thousands of hard-to-find masks to every local community with a Bass Pro Shops or Cabela’s store, boat center, distribution center, and White River Marine Group manufacturing facility – over 200 communities in total. Each community will receive thousands of face masks for area healthcare providers.

“The generosity of Johnny Morris will make a significant impact in the battle against coronavirus across North America,” said Jeff Nene, national spokesperson for Convoy of Hope. “At a time when our healthcare workers are being pushed to the limit physically and emotionally, we’re grateful for partners like Johnny and his incredible team of Outfitters who continue to place a priority on giving back and helping our medical professionals safely perform their live-saving duties.”

The logistics of the donation have been in the works since in the onset of the crisis. Morris worked with Bass Pro Shops partner Rusty Sellars, CEO of True Timber, to source the masks through his apparel and fabric suppliers.

Partnering together for our nation and our neighbors

With both organizations proudly founded and headquartered in Springfield, Mo., Convoy of Hope's partnership with Bass Pro Shops and the Morris family dates back more than 20 years. Together, the partners have supported a variety of relief efforts in response to devastating tornadoes, hurricanes, wildfires and more.

- Last December, Morris hosted a magical "Christmas in the Bahamas" event for thousands of children and families after Hurricane Dorian left widespread damage and more than 70,000 people in need of food and water. Partnering with Convoy of Hope, Morris led a campaign uniting over 1 million anglers that helped raise in excess of \$4 million for hurricane relief, with an additional \$1 million to spread Christmas cheer through a massive four-day event that transformed Grand Bahama Island into The North Pole, complete with rides, nightly fireworks and snow, a first for the tropical islands.
- In 2017, the strongest hurricane to hit the United States in more than a decade ravaged Houston, causing widespread flooding that overwhelmed the city and its 2.3 million residents. Faced with thousands of residents stranded in their homes, Morris personally directed the donation of more than 100 TRACKER Boats to government agencies and rescue organizations. The Texas National Guard went on to complete more than 16,000 lifesaving water rescues in the boats.
- The company also strongly supports our active military and veterans, as well as its signature conservation initiatives, which have helped introduce millions of kids and families to the outdoors and protected tens of millions of acres of wildlife habitat in partnership with a robust network of North America's leading conservation organizations.

Thanks to its longstanding track record of giving back, as well as an everyday commitment to serving its customers and supporting its team members, last year the outdoor brand was named as the Third Most Reputable Major Retailer in America by Reputation.com and "One of America's Most Reputable Companies" by Forbes.

For 17 consecutive years, Convoy of Hope has been the recipient of the prestigious Four Star Charity Award from Charity Navigator and has been accepted as a "Best of America" by the independent Charities of America. In response to the COVID-19 outbreak, Convoy of Hope has ramped up its efforts to see that needs are met, and has launched the **10 Million Meals** initiative to distribute food across the United States to help feed people during this great time of need. To support their efforts, visit www.convoyofhope.org/10mm.

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About Convoy of Hope

Convoy of Hope is a faith-based, nonprofit organization with a driving passion to feed the world through children's feeding initiatives, community outreaches, and disaster response. Visit convoyofhope.org to donate to their response.

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.”