



Cabela's®

FOR IMMEDIATE RELEASE

November 12, 2019

Country music star Chris Janson and Bass Pro Shops founder Johnny Morris team up to support conservation efforts with exclusive hat

Proceeds from hat sales support local conservation and community nonprofit organizations



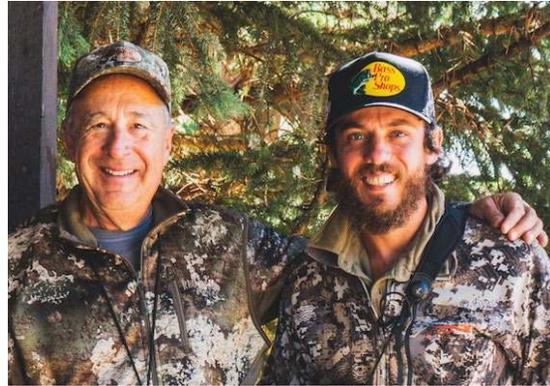
NASHVILLE, Tenn. – Country music sensation Chris Janson and Bass Pro Shops founder and noted conservationist Johnny Morris today announced an exclusive new, limited edition hat to advance conservation and community programs in Janson's home state of Tennessee.

All profits from the new hat – available for \$9.99 exclusively at all Tennessee Bass Pro Shops and Cabela's stores and online at [basspro.com/goodvibes](https://www.basspro.com/goodvibes) – will be donated to support three of Janson's favorite Tennessee-based nonprofit organizations committed to protecting wildlife habitat and helping those in need in the Volunteer State.

Chris Janson fell in love with Tennessee's outdoors after moving to Nashville and spends a lot of time exploring surrounding rivers, lakes and streams with his family. To help ensure the state's natural resources are thriving for future generations, Janson enlisted the help of Johnny Morris, Bass Pro Shops and Cabela's. Morris and Janson share a passion for the great outdoors shaped by their childhoods exploring nature in their native state of Missouri.

“Ever since I moved to Tennessee I’ve been struck by its natural beauty and all the outdoor activities it offers hunters, fishermen and everyone who loves to be outside,” said Janson. “I’m so thankful that Johnny Morris and Bass Pro Shops are supporting our efforts to keep Tennessee beautiful for generations to come.”

The limited edition hat features the iconic Bass Pro Shops oval alongside Janson’s logo and is rounded out by the signatures of Janson and Morris. Only 10,000 hats have been produced and are exclusively available online at [basspro.com/goodvibes](https://www.basspro.com/goodvibes) and at the six Bass Pro Shops and Cabela’s stores in Tennessee including Bristol, Chattanooga, Knoxville, Memphis (two locations including the stunning Bass Pro Shops at the Pyramid) and Nashville.



Johnny Morris and Chris Janson formed a friendship through a shared love of the great outdoors. The Missouri natives are teaming up to support conservation efforts in Janson’s home state of Tennessee.

“Chris is a great hunting and fishing buddy who shares our love for the outdoors and understands the need to protect it for everyone to enjoy,” said Morris. “We’ve made a lot of memories hunting and fishing together, and I’m very proud to partner with him to help protect Tennessee’s natural beauty.”

Supporting local nonprofits in Tennessee

Sales generated from the limited edition Bass Pro Shops/Chris Janson hat will be donated to three Tennessee-based nonprofit organizations:

- **Tennessee Riverkeeper**, devoted to protecting the Tennessee and Cumberland Rivers and their tributaries by enforcing environmental laws and educating the public;
- The **Harpeth Conservancy**, a science-based nonprofit organization working to restore and protect clean water and healthy ecosystems for rivers in Tennessee by employing scientific expertise and collaborative relationships to develop, promote and support broad community stewardship and action;
- The **Tennessee Wildlife Federation’s *Hunters for the Hungry*** program connects deer hunters, processors and local hunger relief organizations to help address the ever-increasing problem of hunger. Donated venison is prepared and distributed to food banks and soup kitchen across the state, utilizing a renewable resource to provide nutritious protein to those in need. Since its conception in 1998, *Hunters for the Hungry* has provided more than seven million meals to Tennesseans in need.

A friendship built on a love of the outdoors

Janson and Morris have partnered for conservation before. Janson served as honorary co-chair of [National Hunting and Fishing \(NHF\) Day](#) in 2019, an annual event that celebrates the rich tradition of hunting, target shooting and fishing with national, state, regional and local organizations hosting related events and encourages outdoorsmen and women to pledge to take someone hunting, fishing or target shooting in the coming year. Johnny Morris’ Wonders of

Wildlife National Museum and Aquarium in Springfield, Missouri is the official home of NHF Day and a national leader in conservation education.

In conservation circles, Morris is often referred to as a modern-day Teddy Roosevelt for his leadership, personal commitment and dedication to conservation efforts. Johnny recognized the need for citizens to take a strong position in the careful management and use of our natural resources. Alongside his contributions both in time and resources to significant conservation initiatives, Morris has empowered passionate Bass Pro and Cabela's customers to play a role in positively shaping the future of our cherished outdoor traditions.

###

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."