



Bass Pro Shops and Cabela's inspiring families to "Keep Fishin'" with the largest annual fishing event

Customers can save up to \$150 when they trade in used gear to help connect more kids with the outdoors

FOR IMMEDIATE RELEASE

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SPRINGFIELD, Mo. – While millions of Americans rediscovered the joy of fishing throughout 2020, Bass Pro Shops and Cabela's is inspiring families to "Keep Fishin'" with the return of spring and its largest annual fishing event, the Spring Fishing Classic. The annual event takes place March 11 – 31 in all Bass Pro Shops and Cabela's stores and online.

The events of 2020 resulted in unprecedented numbers of Americans getting back to nature, with a record number of state fishing licenses sold across the country. To help encourage even more people to take up the sport and get outside, Bass Pro Shops and Cabela's is inviting customers to trade in their used rods and reels in exchange for big savings while donating the used gear to local nonprofit organizations that connect kids with nature.

Save up to \$150 with trade-in

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.

Customers will also see a variety of special offers in-store and online to upgrade their gear before they hit the water. Bass Pro Shops and Cabela's CLUB Members will receive an exclusive special financing offer — plus, earn \$25 in CLUB Points for every

\$250 spent in store using their CLUB Mastercard® throughout the Spring Fishing Classic. See store for details.

NEW! Local Fishing Reports

Kicking off March 11 with the Spring Fishing Classic, families and fishing fans can take advantage of fishing report video updates throughout the fishing season. To learn about local conditions and recommended gear from local pros and knowledgeable Outfitters, tune in to regularly scheduled fishing reports on Bass Pro Shops and Cabela's local store Facebook pages.

For trade-in program details and information on qualifying offers visit www.basspro.com/fishingclassic or www.cabelas.com/fishingclassic.

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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."

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