



**FOR IMMEDIATE RELEASE**

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## **Bass Pro Shops and Cabela's and Capital One Extend Partnership for CLUB Credit Card Program**

Partnership expands support for key conservation initiatives through the Johnny Morris Conservation Foundation

**SPRINGFIELD, Missouri** – Bass Pro Shops and Cabela's and Capital One today announced a multi-year extension of their CLUB credit card program agreement. The extension allows the companies to continue their strategic partnership, with Capital One delivering industry-leading digital capabilities and award-winning products and experiences to millions of passionate Bass Pro Shops' and Cabela's customers.

The extended partnership will continue to help fuel CLUB members' love of the outdoors while advancing key conservation initiatives thanks to an annual \$1 million donation by Capital One to the Johnny Morris Conservation Foundation.

"Capital One has been a committed partner, helping to unite sportsmen and women across North America through the CLUB card and deepening their passion for the outdoors with industry-leading products and services," said noted conservationist and Bass Pro Shops founder/CEO Johnny Morris. "With Capital One's generous support, our not-for-profit conservation foundation can extend its reach by providing additional support for critical conservation education programs that inspire kids and families to get outside and connect with nature."

Capital One's donation will help fund one of the most meaningful aspects of the Johnny Morris Conservation Foundation: its commitment to connecting children to the great outdoors by removing barriers to entry. At a time when society is increasingly disconnected from the great outdoors, the Foundation brings together an alliance of more than 200 million passionate customers, team members, industry partners -- including Capital One -- and leading conservation organizations to help more kids fall in love with nature.

“Since the beginning of our partnership with Bass Pro Shops and Cabela’s, our shared values and strategic alignment have allowed our teams to make focused investments in new product features, enhanced servicing, credit underwriting and joint marketing efforts, deepening our relationship and providing opportunities for growth,” said Buck Stinson, SVP of Card Partnerships at Capital One.

The Johnny Morris Conservation Foundation is working to introduce a new generation to the wonders of the natural world thanks to educational programs and conservation attractions, including Johnny Morris’ Wonders of Wildlife National Museum and Aquarium (WOW), which was named “America’s Best Aquarium” by *USA TODAY*. Specific initiatives include:

- **WOW Field Trips and School Programs**  
Field trips are designed to engage students in the importance of conservation. Student groups participate in a customized curriculum program based on state standards for science while experiencing the immersive museum and aquarium at a significantly discounted admission rate.
- **The Wonders of the Ozarks Learning Facility (WOLF) School**  
The WOLF School is a comprehensive outdoor learning school operated in partnership with Springfield (Mo.) Public Schools, Wonders of Wildlife and Bass Pro Shops. The school inspires and educates the next generation of conservation leaders by offering fifth grade students a complete curriculum rooted in conservation.
- **WOW School**  
WOW National Outdoor Recreation and Conservation Schools are weekend programs that take place across the state of Missouri designed to teach families how to enjoy a wide range of outdoor recreation activities while practicing personal safety and outdoor responsibility.
- **EdVenture Camps**  
Wonders of Wildlife EdVenture Camps offer children from preschool through high school opportunities to learn new skills and connect with the outdoors each summer. Sessions are held in WOLF School classrooms, outdoor learning space at the John A. and Genny Morris Conservation Education Center and the Conservation and Education Center at Dogwood Canyon Nature Park. Camps are guided by expert conservation educators teaching campers how to interact with live animals, conduct in-depth experiments, create masterpieces and learn new skills in a safe and positive environment.
- **Dogwood Canyon Nature Park**  
Dogwood Canyon Nature Park is a one-of-a-kind experience for nature lovers and adventure seekers of all ages. Covering 10,000 acres of pristine Ozark Mountain landscape, the not-for-profit nature park has miles of crystal-clear trout streams, towering bluffs, waterfalls, hand-crafted bridges and wildlife such as bison, elk and Texas Longhorn cattle. Dogwood Canyon’s Conservation and Education Center offers programs that teach the importance of protecting, conserving and preserving the great outdoors by taking the cause into the classrooms.

As part of the extended relationship, CLUB card members will continue to receive outstanding value including earning 2-5% points back at Bass Pro Shops, Cabela’s and participating Cenex

locations, and 1% points back on all other purchases. Points accumulate and can be redeemed for Free Gear at Bass Pro Shops and Cabela's or incredible outdoor experiences with Worldwide Trophy Adventures. Members are eligible for exclusive perks such as enhanced Price Match, Signature Events, Gear Guide promotions, in-store events and discounts.

Since the beginning of this partnership, Capital One has been a committed strategic partner, delivering its industry-leading digital capabilities and award-winning products and experiences to Bass Pro Shops and Cabela's millions of customers. In 2020 alone, Capital One was awarded Top Customer Service in Banking and Best Digital Tools by Kiplinger, and ranked highest in overall customer satisfaction by delivering compelling products, clear fee structures and a consistently strong digital customer experience according to the J.D. Power 2020 U.S. National Banking Satisfaction Study.

For more information on the CLUB card, click [here](#).

For more information on Bass Pro Shops and Cabela's conservation efforts, click [here](#).

### **About Capital One**

Capital One Financial Corporation ([www.capitalone.com](http://www.capitalone.com)) is a financial holding company whose subsidiaries, which include Capital One, N.A., and Capital One Bank (USA), N.A., had \$305.4 billion in deposits and \$421.6 billion in total assets as of December 31, 2020. Headquartered in McLean, Virginia, Capital One offers a broad spectrum of financial products and services to consumers, small businesses and commercial clients through a variety of channels. Capital One, N.A. has branches located primarily in New York, Louisiana, Texas, Maryland, Virginia, New Jersey and the District of Columbia. A Fortune 500 company, Capital One trades on the New York Stock Exchange under the symbol "COF" and is included in the S&P 100 index.

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### **About Bass Pro Shops and Cabela's**

[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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