



★ HAPPY FISHIN' ★ CONTEST

JUST FOR KIDS

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Calling all kids! Johnny Morris announces “Happy Fishin’ Contest!”

Prizes include 10 new Bass Tracker Classic XL boat, motor and trailer packages, and entry into a kids fishing tournament during the US Open National Championships



SPRINGFIELD, MO. – Nothing beats the smile on a kid’s face when they catch a fish!

That's the inspiration behind the Johnny Morris Happy Fishin' Contest, where 10 passionate youngsters ages 17 and under will win their very own boat and join in the fun at the US Open National Bass Fishing Championships on Table Rock Lake in November.

Noted conservationist and Bass Pro Shops Founder Johnny Morris has spent a lifetime fishing and connecting more kids and families to nature. Now, he wants to celebrate kids who love to fish and attract even more families to put down their digital devices and pick up a fishing pole.

"We're looking for some of the most passionate and enthusiastic youngsters out there to help inspire others to get out and enjoy the outdoors," Johnny Morris said. "There is no better feeling than seeing the joy and excitement on a young angler's face when they catch a fish. It's what sparks a lifelong love of the outdoors. We hope every kid who loves to fish submits a video – let's create some happy memories!"

Prize package

The 10 winners will enjoy the prize package of a lifetime:

- Each winner will receive a new Bass Tracker Classic XL boat, motor and trailer
- \$500 Bass Pro Shops gift card for tackle and more
- US Open jersey and amenity bag with exclusive gear
- Full travel and lodging for the winner and one guardian to Big Cedar Lodge – America's Premier Wilderness Lodge – on Table Rock Lake in Missouri's Ozark Mountains

- The chance to compete in a special kids fishing tournament during the US Open National Championships.

How to enter

Create a video of two minutes or less that shows a passion for fishing. Grownups can help film, but the kids need to tell their story and why they love to fish. Submit the videos and a completed entry form to www.basspro.com/KidsFishing by Sunday, October 24th, 2021, and a panel of celebrity anglers will review each video and select 10 winners. Winners will be announced on November 2nd, 2021.

Kids, be sure to wear your Bass Pro Shops cap!

Inspired by young Florida angler Ke'Mari Cooper

Johnny Morris was inspired to create this contest after getting to know Ke'Mari Cooper, a young fisherman from Florida who starred in a video that went viral in 2019.

Ke'Mari was fishing with his father, Velt, when he reeled in a giant 7.1-pound bass, leading to screams of joy and a celebration dance. Then Ke'Mari took the bass back to the water's edge and carefully released it back into



the water, saying, “I hope you grow even bigger, baby. One day, we’ll meet back again.”

That heartwarming encounter, and Ke’Mari’s commitment to the outdoors and conservation, inspired Johnny to invite all kids who love fishing to help spread the word and get even more families engaged with nature.

Johnny Morris’ Happy Fishin’ Contest is presented in partnership The Missouri Division of Tourism. To enter, visit www.basspro.com/KidsFishing.

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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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