



**FOR IMMEDIATE RELEASE**  
November 8, 2021

## **Round up at the Register to Support U.S. Veterans at Bass Pro Shops & Cabela's**

*Customers of America's Premier Outdoor Retailer to Support  
Folds of Honor this Veterans Day, Every Hometown Hero to  
Receive Legendary Salute in Appreciation*

**SPRINGFIELD, MO** - Bass Pro Shops and Cabela's are proud to partner with customers during the week of Veteran's Day to support Folds of Honor, a renowned organization that pays tribute to the profound sacrifice of fallen and disabled servicemen and women. During the week of Veterans Day, November 7th - 13th, customers at all U.S. Bass Pro Shops and Cabela's locations will have the chance to "round-up at the register," with 100 percent of proceeds going to support Folds of Honor and the educational opportunities they provide.



Additionally, in special recognition of Veterans Day, Bass Pro Shops and Cabela's are doubling their normally offered "Legendary Salute" discount. Veterans and members of the

military will receive 10 percent off their purchases November 11-14. And, to honor Hometown Heroes from across the country, this discount will be made available to all first responders and law enforcement officers.

“Our entire company takes tremendous pride in honoring and saluting the service of our veterans and members of the armed forces,” said Johnny Morris, founder of Bass Pro Shops. “This Veterans Day, we are humbled to be able to support a great organization like Folds of Honor. Because of their dedication, the sacrifice of our nation’s veterans is honored through education – an everlasting tribute to their service. We appreciate all of our nation’s veterans and groups like Folds of Honor for their work to support our military.”

“We will also pause and say thank you to our country’s Hometown Heroes this week,” Morris continued. “Extending a Legendary Salute to law enforcement officers and first responders over the weekend will serve as a small demonstration of our gratitude for their service as well. May God bless and keep all of America’s heroes!”

The work of Folds of Honor breathes life into its powerful mission: Honor their sacrifice. Educate their legacy. Each scholarship honors the sacrifice of an American hero while giving hope to the bearers of his or her legacy.

Founded in 2007 by Col. Dan Rooney, an F-16 pilot in the Oklahoma Air National Guard, Folds of Honor was created to pay tribute the profound sacrifice of fallen and disabled service men and women. Upon returning from his second tour of duty in Iraq—with the remains of a fallen US veteran, Col. Rooney

committed his life to easing the burden of families whose loved one has paid the ultimate price. From its origin in the painful realities faced by families whose loved one in uniform is fallen or disabled, Folds of Honor has been providing scholarships for more than 14 years. As President Calvin Coolidge once said, “The nation which forgets its defenders will itself be forgotten.”

Bass Pro Shops and Cabela’s have a long history of support for America’s veterans. This commitment stems from the passion of founder Johnny Morris. Morris’ father, John A. Morris, served in World War II, fighting in the Battle of the Bulge. Bass Pro Shops’ dedication to veterans’ causes is matched by the commitment to hire those who have served our nation (nearly 10% of Bass Pro Shops Outfitters served our country) and the standing Legendary Salute—a 5% discount to veterans. Empowering the work of Folds of Honor is also a tangible way to celebrate Veterans Day on November 11.

For more on the Round Up at the Register support of Folds of Honor or how Bass Pro Shops is celebrating the Honor Your Hometown Campaign, please contact: [press@basspro.com](mailto:press@basspro.com).

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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."

### **About Folds of Honor**

Founded in 2007, Folds of Honor is dedicated to providing scholarships to the spouses and children of US service men and women who fall or are disabled in uniform. With the mission of "Honor their sacrifice. Educate their legacy," the organization was created to ease the burden of families whose loved ones paid the ultimate price. Each Folds of Honor scholarship honors the sacrifice of an American hero while giving hope to the bearers of his or her legacy. What began as an idea has grown into a movement. For more information on the organization or to donate directly, please visit: [FoldsofHonor.org](http://FoldsofHonor.org)