



New Super Bowl Ad Features Super Sized Fish !



Bass Pro Shops new Super Bowl commercial features world record size Arctic Char, caught and released by John Paul Morris on August 26, 2019 while fly fishing with his dad, legendary angler and noted conservationist Johnny Morris. The incredibly beautiful fish was returned to the majestic river above the Arctic Circle at the mouth of the Arctic Ocean.

The ad celebrates conservation and connects people to the great outdoors while underscoring Bass Pro Shops Low Price Guarantee, the numerous benefits of joining Bass Pro Shops & Cabela's CLUB and also highlights the fact that thanks to passion of their World's Foremost Outfitters, Bass Pro Shops was recently voted America's Best Outdoor Retailer.

This commercial will air during the first quarter of this weekend's Super Bowl and again next weekend during the Daytona 500. In total, the commercial is anticipated to reach over 100 million viewers



**CLICK HERE TO WATCH BASS PRO SHOPS
SUPER BOWL COMMERCIAL**