



Bass Pro Shops & Cabela's Proudly Promote Conservation and The Great Outdoors with New Super Bowl Commercial

America's #1 Outdoor Retailer's message expected to reach over 100 million viewers



SPRINGFIELD, Mo. (February 11, 2023) – Today, Johnny Morris, Bass Pro Shops and Cabela's unveiled their newest Super Bowl ad celebrating conservation and the great outdoors. **The ad highlights Bass Pro Shops Low Price Guarantee, the numerous benefits of joining Bass Pro Shops & Cabela's CLUB and celebrates 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**

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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."