



FOR IMMEDIATE RELEASE

March 21, 2023

## **Bass Pro Shops, North America's premier outdoor and conservation company, announces new destination retail store in Midland, TX**



*The Great American Outdoor Store's new west Texas location will showcase vast assortment of quality gear at great prices supported by genuine, friendly expert service*

**MIDLAND, Texas** — Bass Pro Shops announced plans today for a new destination retail store in Midland, Texas.

The opening of Bass Pro Shops newest location in Midland will be the company's 17th in the great state of Texas as it aims to

expand its presence and build on its reputation of serving the passionate sportsmen and women in the state with the widest selection of quality products at the best prices around all while providing genuine, friendly expert service.

“We love the great state of Texas and are very excited about the opportunity to strengthen our relationship with the sportsmen and women in the state,” said noted conservationist and Bass Pro Shops founder Johnny Morris. “Our newly announced store in Midland will make it easy for people and families across the plains of West Texas to spend time together in the great outdoors. For that we, we are deep down proud and excited.”

Positioned near the junction of Hwy. 158 and Hwy. 191—a thoroughfare between Midland and Odessa—the new location will be conveniently located to serve these communities, as well as the greater West Texas Plains. Bass Pro Shops looks forward to partnering with the City of Midland and the Midland Development Corporation to bring the widest selection of hunting, fishing and outdoor recreation gear in the industry with an inventory tailored to the region.

Like all Bass Pro Shops locations, the new store will feature a completely unique custom design. Envisioned as a tribute to the great sporting heritage of the region and a celebration of the sportsmen and women of Texas, the store will build on the signature qualities that define the award-winning Bass Pro Shops shopping experience combining retail with entertainment, outdoor education and conservation.

The store will showcase industry-leading boat brands including TRACKER, NITRO, RANGER, SUN TRACKER, REGENCY and TAHOE. Built by Bass Pro’s White River Marine Group, manufacturer of America’s favorite fishing boats, the store’s

inventory will be tailored to the needs of fishermen in the region. In addition, the new location will display a wide assortment of new TRACKER OFF ROAD ATVs and side-by-side vehicles, America's fastest growing brand of off-road vehicles.

More than just a fishing and hunting store, the retail destination will offer equipment and clothing for all outdoor adventures, including hiking, backpacking, wildlife viewing, camping, and other related outdoor gear. A gift and nature center will feature a wide variety of outdoor-themed and related items, including Big Cedar Home & Cabin décor and accessories. Men's, Ladies' and Children's apparel sections will offer a wide assortment of brands including RedHead, TrueTimber, ASCEND, Worldwide Sportsman, and Natural Reflections, along with many more popular brands for greater selection, quality and value.

### **Immersive outdoor features**

In addition to providing customers with the outdoor products they love, a team of talented artists and craftsmen will design the store's localized imagery to reinforce its immersive outdoor theme. The signature creativity and attention to detail are hallmarks of every experience from Johnny Morris, who is often referred to as, "The Walt Disney of the Outdoors" for his knack to create immersive experiences that connect people with nature.

Unique exterior and interior motifs have branded Bass Pro Shops as visually appealing, high quality outdoor retail destinations that customers love. In addition to providing a fun outdoor experience indoors, Bass Pro Shops locations feature a large aquarium and water features stocked with native fish species, thousands of local antiques and artifacts, hundreds of

trophy fish and wildlife mounts, and murals depicting local scenes.

### **Celebrating conservation and community**

Conservation, another trademark of Johnny's and signature company value, will play an important role in the store's mission. The new location will host dozens of events throughout the year aimed at connecting new audiences – and particularly children – to the outdoors. Hands-on demonstrations and interactive activities will be offered such as “Gone Fishing,” an annual event which aims to introduce families to fishing through catch-and-release ponds, casting games and free fishing seminars with the goal of creating the next generation of conservationists. More than 100,000 kids caught a fish at Bass Pro Shops events last year alone, many for the first time. The store will also support local conservation organizations that protect wildlife and habitat.

### **Bass Pro Shops & Cabela's CLUB program rewards customers and supports conservation**

The new location will also proudly showcase Bass Pro Shops CLUB, the outdoor industry's premier loyalty program recognizing the company's most loyal customers. Benefits available to CLUB Members include extra savings on gear with exclusive discounts, the ability to redeem points for free gear, and exclusive access to unique events – both in-store and at some of the top hunting and fishing destinations around the world. CLUB Members play a key role in supporting Bass Pro Shops' conservation mission.

### **Bass Pro Shops: Recognized for doing business the right way**

In 2022, Bass Pro Shops celebrated the 50th anniversary of its founding. Growing from a single location in an 8-square-foot

section of a Springfield, Missouri, liquor store, the company now enjoys the support of the most dedicated customer base in the outdoors. Each year, millions outdoorsmen and women shop at Bass Pro Shops or Cabela's locations across the United States and Canada.

From its first days in business, Bass Pro Shops has not only been dedicated to conservation, but to doing business the right way. This commitment has been recognized in the form of national awards from a variety of sources. In 2022, Bass Pro Shops was recognized as America's Best Retailer for Camping & Outdoor Gear by *Newsweek*.

Bass Pro Shops' dedication to offering the widest selection of quality products at the best price and to providing genuine, friendly expert service lie at the foundation of the company's culture. Bass Pro Shops is expected to employ more than 115 "Outfitters" at its new Midland location, many of whom will come from the local region. The new retail store is expected to open in late 2024.

Employment information, when available, will be posted at [www.basspro.com/careers](http://www.basspro.com/careers).

###

### **About Bass Pro Shops**

[Bass Pro Shops](http://www.basspro.com) 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."

**Media Contact:**

Bass Pro Communications

[press@basspro.com](mailto:press@basspro.com)

417-873-4567