

*Johnny Morris*  
**WONDERS OF WILDLIFE**  
— NATIONAL —  
**MUSEUM & AQUARIUM**

FOR IMMEDIATE RELEASE

March 17, 2023

**It's Official! Johnny Morris' Wonders of Wildlife  
VOTED "AMERICA'S BEST AQUARIUM"  
FOR AN UNPRECEDENTED FIFTH TIME**



*World-renowned museum and aquarium honors hunters,  
anglers and conservationists, inspiring new generations of  
outdoor enthusiasts*

**SPRINGFIELD, Mo.** – Located within the beautiful Ozark region of the central United States, Johnny Morris' not-for-profit Wonders of Wildlife National Museum and Aquarium is the largest and most important conservation attraction to open in America in more than 100 years.

Wonders of Wildlife is Bass Pro Shops founder and noted conservationist Johnny Morris' gift to sportsmen and women in America. This world-class educational venue is his way of repaying the blessings he has received from a life lived enjoying the outdoors.



**There is nothing like Wonders of Wildlife in the world!** Johnny Morris' passionate and unwavering focus to connect folks to the great outdoors reveals his commitment to future generations. Today, Wonders of Wildlife is a leading educational venue serving to pass on the conservation message to visitors of all ages.



Each visit proves to be an inspirational journey into the natural habitats of the world's most incredible species. Guests are reminded of the amazing natural resources found across our nation's landscape, the story of our nation's conservation history, and the unwavering commitment by sportsmen and women – hunters and anglers.



With more than 35,000 live fish, mammals, reptiles, amphibians, and birds, the 350,000-square foot complex is a wonder in and of itself. It contains 1.5 miles of trails through immersive habitats and features aquariums totaling more than 1.5 million gallons. And the WOW experience continues to grow with recent additions, including the Nature's Best Photography exhibit, the American Museum of Fly Fishing and soon-to-arrive is a 7,000-gallon jellyfish aquarium. The



venue is also involved in research and management efforts, including holding and propagating coral, rehabilitating sea turtles, and holding endangered Orinoco crocodiles, all while continuing public school programs worldwide.



For the past century, sportsmen and women have led the way in paying for fish and wildlife management. Through implementing fishing and hunting licenses and federal excise taxes on select outdoor products, funding has been provided for landmark conservation achievements. Thanks to hunters and anglers, our nation's conservation success story is unlike any the world has ever seen.

Committed to conservation education, Wonders of Wildlife, along with its education team and diverse partners (which



include most major conservation organizations), reaches millions each year through on-site visits and distance learning programs.



This national recognition highlights our nation's strong support for conservation and our outdoor heritage, including the activities of fishing and hunting.

"We are honored to be recognized and are grateful to our guests, partners, staff and volunteers for their steadfast support," said Johnny. "Every team member at Wonders of Wildlife is passionate about conservation and wildlife education, and we challenge ourselves every day to excite visitors and create the next generation of outdoor enthusiasts. We are excited to work with our partners in conservation, and will continue to inspire generations to connect and engage in the great outdoors."

For more information about Wonders of Wildlife and to purchase tickets, visit [www.wondersofwildlife.org](http://www.wondersofwildlife.org).

For press b-roll footage, visit:

<https://vimeo.com/394969606/528897db86>

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## **About Johnny Morris' Wonders of Wildlife National Museum and Aquarium**

Johnny Morris' Wonders of Wildlife National Museum, is located next to Bass Pro Shops National Headquarters in Springfield, Missouri. The campus is a centerpiece of America's Conservation Capital in Missouri's Ozark Mountains developed by Bass Pro Shops founder and noted conservationist Johnny Morris. Wonders of Wildlife has been voted "Best New Attraction in America" and "America's Best Aquarium" by the readers of *USA TODAY*, and in 2022 received its AZA accreditation.

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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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