



Bass Pro Shops Announces May 3rd Date for Evening for Conservation & Grand Opening of New Outdoor World Retail Destination in Sunset Hills, Missouri

*New location will deliver outdoor enthusiasts “best-of-the-best” product selection
with unmatched friendly, expert service and guaranteed low prices*



SUNSET HILLS, Mo. (April 28, 2023) – Bass Pro Shops today announced plans to celebrate the official grand opening of its new Bass Pro Shops Outdoor World in Sunset Hills, Mo., with a special Evening for Conservation on Wednesday, May 3, 2023.

Grand Opening Night’s “Evening for Conservation” To Support Local Organizations

The outdoor and conservation company invites the greater St. Louis community to a special ribbon-cutting ceremony and weekend-long celebration for the retailer’s third location in the region, highlighted by fishing and hunting celebrity appearances, family activities, giveaways and more. As an exclusive perk, Bass Pro Shops & Cabela’s CLUB members will receive 10 percent off all items, including sale items. Customers can join the CLUB onsite during grand

opening festivities, **and it's free to apply!** Plus for every dollar spent during the Evening for Conservation, 10 percent will be donated to local conservation organizations.

Following a star-studded grand opening program and ribbon cutting, guests will enter to get the first public look at the company's newest destination retail location as the store officially opens for business.

Entertainment and festivities for the Evening for Conservation will begin on Wednesday, May 3 with an official ceremony taking place at 6:30 p.m. followed by the store opening. **Get there early. You don't want to miss it!**

Local Legend and America's Favorite On-Screen Fishing & Hunting Buddies Live in Sunset Hills



(From left to right) former St. Louis Cardinals manager and baseball Hall of Famer Whitey Herzog, and outdoor personalities Roland Martin and Matt, Terry and Mark Drury of Drury Outdoors, as well as highly decorated angler Kevin VanDam will participate in Evening for Conservation celebration at Sunset Hills Bass Pro Shops on Wednesday, May 3.

The opening festivities will feature local celebrities and some of the most notable names in the outdoor industry: former St. Louis Cardinals manager and baseball Hall of Famer Whitey Herzog, nine-time "Angler of the Year" and TV personality Roland Martin, four-time Bassmaster Classic winner and seven-time "Angler of the Year" recipient Kevin VanDam and hosts of *Thirteen* and *Bow Madness*, Drury Outdoors founders Terry, Mark and Matt Drury.

Following the grand opening ceremony, these personalities will be available for meet and greet opportunities and autographs. PAW Patrol characters also will be onsite to meet and take photos with kids and families.



PAW Patrol characters will make appearance at grand opening celebration

Hundreds of Grand Opening Deals & Savings On Top-Quality Gear

Bass Pro Shops is an outdoorsmen's paradise with aisle after aisle of quality fishing, hunting and outdoor gear. To celebrate the world's greatest selection of gear and gifts coming to the Sunset Hills area, the outdoor retailer is offering huge savings on fishing and hunting equipment, boat, and outdoor and lifestyle apparel. Some of the hottest deals include:

- Save big on Fish Finder/Chartplotter combos, including \$1,450 off the [Lowrance HDS-12 LIVE](#) and \$1,200 off the [Garmin Echomap Ultra 126](#);

- Save up to \$2,000 on select TRACKER and SUN TRACKER boats with Inflation Busting Pricing, plus receive an industry-exclusive VIP Owners discount card;
- Save \$500 on both the [Fenix 6X Pro Solar Edition GPS Smartwatch](#) and the [Panoptix Livescope LV32 Transducer](#) from Garmin;
- Save \$50 on the [Johnny Morris Signature Carbonlite Limited Edition Spinning Combo](#); and
- Buy one, get one 50 percent off Worldwide Sportsman and Ascend men's, ladies', and kids' apparel.

As an exclusive savings offering at Sunset Hills during the grand opening weekend, **Bass Pro Shops & Cabela's CLUB** – named America's No. 1 Loyalty Program in the Outdoor Industry in 2023 by Newsweek – **will offer both new and loyal members an additional 10 percent off their entire purchases**. Very few exclusions apply. See CLUB booth in store for details.

Conserving the Local Community for More Than 20 Years

Bass Pro Shops' mission is to inspire everyone to enjoy, love and conserve the great outdoors. The outdoor and conservation company has a longstanding history of conservation support in the St. Louis area. Through the Bass Pro Shops and Cabela's Outdoor Fund, the company has made investments in connecting new audiences in the St. Louis area to the outdoors by supporting organizations such as National Archery in the Schools Program, Girl Scouts of Eastern Missouri, Forest Park Forever Inc. and St. Charles County Parks & Recreation. The retailer's broader partnerships with the Missouri Department of Conservation, Ducks Unlimited, National Wild Turkey Federation and National Deer Association have also provided significant benefits to the local region.

Customers Will Win \$20,000 in Giveaway and Sweepstakes Prizes

Customers attending the five-day grand opening event can enter a sweepstakes to win an Ascend Fishing & Biking Package Grand Prize, featuring [133X Sit-on-top Kayak Freshwater Fishing Package](#), [Carbrillo E-Bike](#), and [Cabela's 20-Can Coldsnap Latch backpack cooler](#) (\$5,349.93 value). Starting Thursday, daily door prizes for the first 100 families in the store will include gift cards up to \$500, Bass Pro Shops-branded tumblers, Bass Pro trucker hats and more. Interactive displays and fun for the whole family will be provided by several vendors and partners, including Shoot Like A Girl, Toyota, Coca-Cola, and more.

Festivities for the Evening for Conservation will begin on Wednesday, May 3 at 6 p.m., and the retail store will open with normal business hours the following day, May 4.

Better Serving St. Louis With Quality Outdoor Gear And Friendly, Expert Service



The all-new 93,000-square-foot destination retail experience will offer a great selection of quality gear for fishing, hunting, camping, boating and more, complemented by Bass Pro Shops' friendly, expert service.

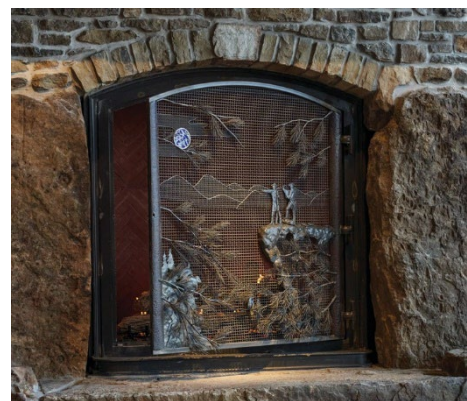
"We couldn't be more thrilled to open a brand new store in our home state of Missouri," said noted conservationist and Bass Pro Shops founder Johnny Morris. "The St. Louis area is home to incredibly passionate sportsmen and women who love the outdoors as much as we do, and we're excited to expand our ability to serve them while showcasing our iconic outdoor brands including Bass Pro Shops, Cabela's and TRACKER Boats and ATVs."

Proud to be located in the Cave State, the unique store design features a 14,000-gallon aquarium teeming with 70 native fish underneath stalactites hanging from an Onondaga Cave-like structure. The store is also filled with thousands of antique artifacts displayed along the walls next to hand-painted murals depicting the Mississippi River and other local scenery. Dozens of North American Big Game mounts and taxidermied wildlife dioramas capture the attention of hunters and outdoor enthusiasts throughout the store.

Approximately 145 Outfitters will deliver quality customer service to outdoor enthusiasts in the St. Louis area. In addition, the store will offer free events, outdoor skills workshops, educational seminars and demonstrations throughout the year for adults, kids and families that will help maximize outdoor fun by teaching new skills and improving existing ones.



Thousands of historic outdoor artifacts line the walls of this 93,000 sq. ft. immersive destination retail store.



The historic expedition of Meriwether Lewis and William Clark venturing from the Mississippi River in St. Louis to the West Coast and back is a historical journey that still defines the region today. Located just inside the soaring glass entryway of the new Bass Pro Shops, an ironwork fireplace screen depicts the explorers on their passage through the Louisiana Purchase.

Bass Pro Shops looks forward to better serving the St. Louis community with this new retail location. The retail store will open with normal business hours the day following the Evening for Conservation, May 4.

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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."