



## **Bass Pro Shops Announces Wednesday, Nov. 15<sup>th</sup> Grand Opening of New Retail Destination Store in Niles, Ohio, with Special Evening for Conservation**

*Evening for Conservation & Grand Opening festivities to include early Black Friday Week deals, doorbuster giveaways, state conservation leaders, outdoor celebrities and more!*



**NILES, Ohio (Nov. 14, 2023)** – Bass Pro Shops today announced plans to celebrate the official grand opening of its

new Bass Pro Shops Outpost in Niles, Ohio, with a special Evening for Conservation on Wednesday, Nov. 15, 2023.

## **Grand Opening Night's "Evening for Conservation" To Support Local Organizations**

The outdoor and conservation company invites the greater Northeastern Ohio community to a special ribbon-cutting ceremony and weekend-long celebration for the conservation company's seventh location in the state, highlighted by fishing and hunting celebrity appearances, family activities, giveaways and more. **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, Nov. 15, with an official ceremony starting at 6 p.m., followed by the store opening. **Get there early. You don't want to miss it!**

## America's Favorite Fishing Buddies & Children's Show Characters to Make Special Appearance



*(From left to right) Legendary anglers and outdoor personalities Roland Martin, Jimmy Houston and Mark Zona will participate in Evening for Conservation celebration at Niles Bass Pro Shops on Wednesday, Nov. 15.*

The opening festivities will feature some of the most notable names in the outdoor industry: nine-time “Angler of the Year” and TV personality Roland Martin, Hall of Fame angler and host of *Jimmy Houston Outdoors*, Jimmy Houston; and four-time Bassmaster Classic winner along with host of *ZONA’s Awesome Fishing Show!*, Mark Zona. Appearance may be subject to change.



*PAW Patrol characters, along with Hall of Fame angler Charlie Evans, will make an appearance at the grand opening celebration*

Following the grand opening ceremony, these personalities will be available for meet-and-greet opportunities and autographs. PAW Patrol characters also will be onsite alongside Hall of Fame angler Charlie Evans to meet and take photos with kids and families.

## Early Black Friday Week Pricing With 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 Northeast Ohio, the outdoor retailer is offering early Black Friday Week savings on fishing and hunting equipment, ATVs, and outdoor and lifestyle apparel. Some of the hottest deals include:

- Save \$800 on a [TRACKER OFF ROAD 600EPS ATV](#) with Inflation Busting Pricing;
- Save \$550 on a [Garmin fenix 6X Pro Solar Edition GPS Smartwatch](#);
- Save 50% on [Men's](#) and [Women's](#) Special ops Sweaters, as well as [Family Holiday Pajama Sets](#);
- Save 25% on "Game Day" hunting hoodies and caps;
- Save 20% on ALL [Bass Pro Shops rods](#); and
- Save on Natural Reflections Ladies' Apparel with 25% off [full-zip Sherpa sweaters](#) and 20% off [flannel shirts](#).

## CLUB Members SAVE EVEN MORE While Supporting Conservation

As an exclusive savings offering at Niles 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 existing loyal members an additional 10 percent off their entire purchase** with very few exclusions. Additionally, CLUB Member exclusive savings will be offered on dozens of outdoor

gear items and apparel, including the retailer's most technical camo system, [Cabela's Instinct](#). See the CLUB booth in store for details.

## **Conserving Ohio Habitat 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 throughout Ohio, including the Ohio Department of Natural Resources Division of Wildlife and its work conserving the state resources. In the past three years alone, the company has granted more than \$100,000 to local organizations and conservation projects through the Bass Pro Shops and Cabela's Outdoor Fund. The retailer's broader partnerships with the National Deer Association, Sportsmen's Alliance and National Wild Turkey Federation also have provided significant benefits across the state.

## **Customers Will Take Home \$20,000 in Giveaway and Sweepstakes Prizes**

Customers attending the five-day grand opening event can enter a sweepstakes to win a Bass Pro Shops Fishing, Biking & Grilling Package Grand Prize, featuring [133X Sit-on-top Kayak Fishing Package](#), [Carbrillo E-Bike](#), and [Cabela's 20-Can Coldsnap Latch backpack cooler](#) (more than \$5,500 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 [Bass Pro Shops Johnny Morris Signature Steak Strips](#). 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, Nov. 15 at 6 p.m., and the retail store will open with normal business hours the following day, Nov. 16.

### **Serving Ohio With Quality Outdoor Gear And Genuine 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 are thrilled to open a brand-new store in Northeastern Ohio, home to incredibly passionate sportsmen and women who love the outdoors as much as we do,” said noted conservationist, legendary angler and Bass Pro Shops founder Johnny Morris. “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.”

The unique store design features a 5,000-gallon trough aquarium teeming with 70 native fish, all part of a vintage cabin scene with a hidden surprise. The store is filled with thousands of antique artifacts displayed along the walls next to hand-painted murals celebrating the Ohio farmlands and local hunting and fishing scenery. Dozens of North American Big Game mounts and taxidermied wildlife dioramas capture the attention of hunters and outdoor enthusiasts throughout the store.

Approximately 130 Outfitters will deliver quality customer service to outdoor enthusiasts in the greater Niles 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.

Bass Pro Shops looks forward to serving the Northeastern Ohio community with this new retail location. The retail store will open with normal business hours the day following the Evening for Conservation, November 16.

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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."