



Bass Pro Shops announces February 21 Grand Opening for new mega Outdoor World in West Chester, Ohio, with Special Evening for Conservation

Outdoor and conservation company to move Cincinnati-area Bass Pro Shops and Cabela's stores to new premier location to better serve local community



WEST CHESTER, Ohio (January 5, 2024) – Bass Pro Shops today announced plans to celebrate the official

grand opening of its new Bass Pro Shops Outdoor World in West Chester, Ohio, with a special Evening for Conservation on Wednesday, February 21, 2023.

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

The outdoor and conservation company invites the Cincinnati community to a special ribbon-cutting ceremony and weekend-long celebration for the conservation company's new premier location, 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 an outdoor 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, Feb. 21, with an official ceremony starting at 6 p.m., followed by the store opening. **Get there early. You don't want to miss it!**

Special Appearances by Legendary Anglers, Outdoor TV Show Hosts and The Paw Patrol



(From left to right) Legendary outdoorsmen Roland Martin, Jimmy Houston, Kevin VanDam, Chris and Casey Keefer, and Kyle Green will participate in Evening for Conservation celebration at West Chester Bass Pro Shops on Wednesday, Feb. 21.

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; four-time Bassmaster Classic winner and seven-time “Angler of the Year” recipient Kevin VanDam; co-hosts of the Outdoor Channel’s renowned TV series “Dropped,” Chris and Casey Keefer; and host of

The History Channel's "The Greenway Outdoors," Kyle Green.

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.

Festivities for the Evening for Conservation will begin on Wednesday, February 21 at 6 p.m., and the retail store will open with normal business hours the following day, February 22.

Customers will Take Home Thousands in Gift Cards, Giveaways and Sweepstakes Prizes

Customers attending the five-day grand opening event can enter a sweepstakes to win a Bass Pro Shops Fishing Package Grand Prize, valued at \$599.99. Starting Thursday, daily door prizes for the first 100 families in the store will include gift cards up to \$500, [Cabela's Open Season Burger Seasoning Samplers](#), Bass Pro trucker hats and [Bass Pro Shops Johnny Morris Signature Steak Strips](#). Interactive displays and fun for the whole family will



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

be provided by vendors and partners, such as Shoot Like A Girl.

Better Serving Cincinnati with Quality Outdoor Gear and Genuine Friendly, Expert Service

The new 125,000-square-foot Outdoor World store – located only 7 miles from the existing Cincinnati Bass Pro Shops and 12 miles from Cabela’s in West Chester – will combine these current locations at a new premier destination in a thriving part of the community to better serve the thousands of passionate sportsmen and women in the greater Cincinnati area by offering the widest selection of quality products at the best prices around and providing genuine, friendly expert service.

“We are very excited about the opportunity to expand the offering of outdoor gear we provide the passionate sportsmen and women of this tristate region, and we hope the community is proud of how this new store reflects Ohio’s rich sporting heritage,” said noted conservationist and Bass Pro Shops founder Johnny Morris. “The all-new Outdoor World will offer an even larger assortment of the products our customers love to make it easier for the many people and families to spend time together in the great outdoors.”

The outdoor retailer will transition service from the existing locations in stages, concluding operations at the Cincinnati Mills location on January 13 and West Chester Cabela’s on February 24 while they prepare for the Grand Opening.

Conserving the Ohio 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 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.

The new location will also 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 also will support local conservation organizations that protect wildlife and habitat.

Bass Pro Shops: Celebrating more than 50 Years as the World's Leader in the Great Outdoors

Bass Pro Shops recently celebrated 50 years of serving those who love the great outdoors. As an avid young angler, Johnny Morris started Bass Pro Shops with passion from a single location in an 8-square-foot section of his dad's liquor store in Springfield, Mo. Today the company enjoys the support of the most dedicated customer base in the outdoors. Bass Pro Shops has long been recognized as the World's Leading supplier of premium fishing tackle and adds to that by recently being voted America's #1 Retailer for Camping & Outdoor Gear.

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, named by Forbes as "one of America's Best Employers," will welcome all Outfitters from the nearby Cincinnati and West Chester stores to join the new store team and continue serving customers in their same position and department at the new location.**

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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.

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