

**For Immediate Release**

March 7, 2024



## **Bass Pro Shops and Cabela's Spring Fishing Classic is stocked with savings and fun for the whole family**



*"The Greatest Fishing Sale On Earth" offers families and anglers across the U.S. access to quality gear and big bargains all while supporting conservation*

**SPRINGFIELD, Mo.** – Bass Pro Shops and Cabela's is celebrating the return of the spring fishing season with the largest nationwide fishing sale of the year, the [2024 Spring Fishing Classic](#). This iconic annual event is a free celebration of the great sport of fishing for anglers of all skill levels and runs from March 7 through 27.

### **Rod and Reel Trade-Ins for a Good Cause, Big Savings**

Taking place at every Bass Pro Shops and Cabela's retail destination across the U.S., the 21-day Spring Fishing Classic sale and event invites customers to trade in used fishing gear for big savings. Customers can donate used rods and reels, in working order, to receive trade-in savings of up to \$100 toward the purchase of a new rod and reel.

The refurbished fishing equipment will be donated to local youth nonprofit organizations in an effort to get more kids outdoors fishin'. Since the program's inception seven years ago, Bass Pro Shops and Cabela's, alongside the generous support from customers, has donated hundreds of thousands of rods, reels and fishing gear to youth-focused nonprofit organizations. The equipment donated by Bass Pro Shops and Cabela's customers has given countless children the ability to discover fishing and has taught the next generation of anglers to enjoy, love and conserve the great outdoors.

### **The Biggest National Fishing Sale of the Year**

During the Spring Fishing Classic, customers can save on fishing tackle, rods and reels, boats and kayaks, the latest in marine technology and more. Some of the hottest deals include:

- Reel in big-time savings of \$40 after trade-ins on the [Bass Pro Shops Johnny Morris Signature Series Casting or Spinning Rods](#). Made in the U.S., new for 2024 and an unbeatable value !
- CLUB Members get amazing pricing and value on the high-performance [Ascend 12T Sit-On-Top Kayak](#), \$150 off and only \$559.98. Ascend Kayaks deliver the best in performance and value for our customers, so they can pursue their passions in the outdoors.
- Savings of \$40 on special pricing for the [AM24 Inflatable Life Vest](#), only \$59.97.
- Limited Edition [Bass Pro Shops XPS Brush Tail Swerve Glides](#) are \$19.99, and CLUB Members save even more, giving you an added advantage in whatever you're trying to land.

### **The Best Deals of the Year on Boats**

Going on now through March 27, Bass Pro Shops and Cabela's Boating Centers are offering unbeatable value on boats to help get everyone out on the water. Customers can take advantage of the following deals:

- Own a brand new [2024 Bass Tracker Classic XL](#) for **only \$5 per day\***;
- Receive a Bass Pro Shops Gift Card up to \$2,000 in value with the purchase of select new boats for a limited time;

- Limited-time special financing as low as 5.99% or a free premium cover and a \$2,000 gift card on select Nitro, Ranger, and Triton fiberglass models.

## **Extra Savings Offered to CLUB Members During Spring Fishing Classic**

As an exclusive offer for Bass Pro Shops and Cabela's CLUB Members during the Spring Fishing Classic, customers who spend more than \$500 will receive special financing for 12 months. As part of the outdoor industry's premier loyalty program, all CLUB Members will receive exclusive discounts on some of the season's hottest fishing gear.

## **Win a Fishing Trip With a Legend & A New TRACKER Boat**

The Spring Fishing Classic Giveaway will give one lucky angler the prize package of a lifetime, with prizes including an all-inclusive two-day fishing trip with a legend of the sport – names like Bill Dance, Edwin Evers and Ott DeFoe – a Bass Tracker Classic XL Bass Boat, American-made Johnny Morris Signature Series baitcaster and spinning combos, and a fully-loaded Advanced Anglers Tackle System. Customers who register [in-store](#) during Spring Fishing Classic will earn 50 bonus entries. For more details and to enter online daily, visit [basspro.com/shop/en/spring-fishing-classic-giveaway](https://basspro.com/shop/en/spring-fishing-classic-giveaway).

## **Free Seminars and Family Events**

The 2024 Spring Fishing Classic also offers opportunities for customers to learn about the latest fishing gear and techniques, specific to each location and its region, with free in-store seminars. Local pro anglers, along with Bass Pro Shops and Cabela's Outfitters, will host educational sessions on the best equipment, newest innovations and tips and tricks on the local waters so customers can get the most out of their time outdoors.

To see a complete list of sessions, visit [stores.basspro.com](https://stores.basspro.com) or [stores.cabelas.com](https://stores.cabelas.com) and select your location.

## **Family Fun: A Bass Pro Shops Tradition**

Bass Pro Shops founder and noted conservationist Johnny Morris, often says, "Take a kid fishin', you'll be happy you did!" and this year during Kids' Weekend on March 23 - 24, Bass Pro Shops and Cabela's destinations will offer a variety of free activities all focused on teaching kids how to fish. These activities range from kids' catch-and-release ponds, casting

challenges, crafts and games, with free photo downloads and fishing lure crafts.

For trade-in program details, event times and information on qualifying offers, visit [basspro.com/fishingclassic](http://basspro.com/fishingclassic) or [cabelas.com/fishingclassic](http://cabelas.com/fishingclassic).

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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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*\*Not all buyers will qualify. Based on Bass Tracker Classic XL boat, 50HP motor, and trailer with financed amount of US \$13,495 (purchase price of US\$14,995 less 10% down payment (US\$1,500)) and 8.49% APR for 144 months. 8.49% APR with approved credit. Taxes, title, registration, additional options, accessories or upgrades are not included.*