



Bass Pro Shops announces March 27 Grand Opening for new mega Outdoor World in Irvine, Calif., with Special Evening for Conservation

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



IRVINE, Calif. (March 20, 2024) – Bass Pro Shops today announced plans to celebrate the official grand opening of its new Bass Pro Shops Outdoor World in Irvine, Calif. with a special Evening for Conservation, open to the public, on Wednesday, March 27, 2023.

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

The outdoor and conservation company invites the Irvine and greater Los Angeles 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, leaders in conservation, 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, March 27, 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 Conservation Leaders, Legendary Anglers, Outdoor TV Show Hosts and The Paw Patrol



(From left to right) Legendary outdoorsmen Roland Martin, Jimmy Houston, Skeet Reese, Josh Bertrand, Chris Zaldain and Tim Wells will participate in the Evening for Conservation celebration at Irvine Bass Pro Shops on Wednesday, Mar. 27.

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; 2009 Bassmaster Classic Champion and 2007 Bassmaster Angler of the year Skeet Reese; 2022 WON Bass US Open Champion Josh Bertand; and world-renowned primitive hunter and host of *Relentless Pursuit* Tim Wells.

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.

Representing the important conservation mission of this special evening, Bass Pro Shops also will welcome Ducks Unlimited COO Nick Wiley, International Game Fish Association President Jason Schratwieser, and leaders from California Department of Fish and Wildlife to participate in the grand opening ceremony.

Festivities for the Evening for Conservation will begin on Wednesday, March 27 at 6 p.m., and the retail store will open with normal business hours the following day, March 28.

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](#). The events are FREE and there is sure to be fun for the whole family!

Conserving California for More Than 15 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 California, including the restoration and preservation of natural habitat through Ducks Unlimited and the Mule Deer Foundation. Bass Pro Shops also strongly supports National Archery in Schools Program and Vamos a Pescar, both educational programs that introduce youth in California to outdoor recreation.

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. More than 130 Outfitters will deliver quality customer service to outdoor enthusiasts in the new 140,000-square-foot retail destination.

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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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