



Bass Pro Shops, North America's premier outdoor and conservation company, announces plans for new Outdoor World retail destination to serve Lansing, Michigan



The Great American Outdoor Store's newest Michigan location in Lansing will showcase vast assortment of quality gear at low prices

LANSING, Mich. (August 26, 2024) – Bass Pro Shops announced plans today for a new Outdoor World retail location in Lansing, Michigan.

Bass Pro Shops' newest store will be the company's sixth in the great state of Michigan. The 85,000 square-foot Outdoor World retail destination will be in the Delta Crossing development and is expected to open in early 2026.

"It's an honor to have the opportunity to serve the sportsmen and women in the Lansing area. We are excited to provide a broad selection of high-quality products at remarkable low CLUB prices and to support customers with genuine friendly, expert service," said legendary angler, noted conservationist and Bass Pro Shops founder Johnny Morris.

Since its founding in 1972, Bass Pro Shops has blazed a new trail in the retail experience for outdoor enthusiasts. As millions of families know, a trip to a Bass Pro Shops is more than a retail experience; it's an adventure, a mini-vacation, a celebration of nature and an educational and enriching outing for the entire family.

People leave a Bass Pro Shops store with more than a bag of outdoor gear. They leave with a smile, a greater appreciation for nature and a dream of spending more time fishing, hunting, camping and hiking.

Proudly Standing Alongside Customers to Support Conservation

Conservation forms the heart and soul of Bass Pro Shops and is an ethic that dates back to the earliest days of the company's founding. Alongside the customers they serve, Bass Pro Shops over the past decade, has proudly donated more than 10% of earnings to support conservation programs in the local communities and across North America.

At locations throughout North America customers are invited "round up" at the register through the Bass Pro Shops and Cabela's Outdoor Fund to join the cause and advance programs aimed at conserving habitat and wildlife, advocating for sportsmen's rights and connecting new audiences to the outdoors.

Experiential Retail Destination with Immersive Outdoor Features

Envisioned as a tribute to the great sporting heritage of the region and a celebration of the sportsmen and women of Michigan, the store will build on the signature qualities that define the award-winning Bass Pro Shops shopping experience, combining retail with entertainment, outdoor education and conservation.

In addition to providing customers with the outdoor products they love, a team of talented artists and craftsmen will design the store's localized imagery to reinforce its immersive outdoor theme. The signature creativity and attention to detail are hallmarks of every experience from Johnny Morris, who often is referred to as "The Walt Disney of the Outdoors" for his knack of creating immersive experiences that connect people with nature.

10% Discount Every Day to Honor Those on the Front Lines

Bass Pro Shops Legendary Salute Program honors veterans, active military, law enforcement officers, firefighters, and state fish and wildlife agency employees, with a 10% discount on almost everything in all Bass Pro Shops and Cabela's locations in the United States and Canada (with a 5% discount on firearms and ammo). This program honors those who have or are currently serving on the front lines in Michigan and throughout the country who defend our freedoms, including our opportunities to hunt, fish and spend time in the great outdoors.

Bass Pro Shops Recently Named America's Best Outdoor Retailer for 3rd Consecutive Year

In a recent survey of consumers across the country, conducted by Newsweek, Bass Pro Shops was named the unquestioned leader in the outdoor industry. This recognition emphasizes the company's dedication to customers built on their goals set on Day 1 to offer the widest selection of quality products at the best price, and to providing genuine, friendly expert service.

At the new Lansing location, Bass Pro Shops is expected to employ more than 100 "Outfitters" eager to serve customers and their pursuits in the great outdoors.

Employment information, when available, will be posted at basspro.com/careers.

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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 united with 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 Newsweek as "America's Most Trusted Retailer for Outdoor Gear."

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