



## **Bass Pro Shops announces Oct. 2 Grand Opening and Evening for Conservation celebration for new retail destination in Spring, Texas**

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



**SPRING, Texas (Sept. 18, 2024)** – Bass Pro Shops announced today plans to celebrate the official Grand Opening of its new Outdoor World retail destination in Spring, Texas, with a special Evening for Conservation, open to the public, on Wednesday, October 2.

The Spring Outdoor World store will become the 16<sup>th</sup> Bass Pro Shops location in the great state of Texas, and the fourth serving the greater Houston market.

The new 125,000-square-foot store will bring the company's trademark selection of premier outdoor gear at low prices and with genuine, friendly, expert service, giving outdoorsmen and women of the region even more convenience in finding the best outdoor gear at the best value anywhere.

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

The Outdoor and Conservation company invites the Spring and greater Houston community to a special ribbon-cutting ceremony and weekend-long celebration for its 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 Oct. 2, starting with a performance from country music singer and songwriter Blaine Holcomb at 5 p.m., and the official ceremony starting at 6 p.m., followed by the store opening. **Get there early. You won't want to miss it!**

## Special Appearances By Conservation Leaders, Legendary Anglers and Popular Entertainment Figures, Including PAW Patrol



The opening festivities will feature some of the most iconic figures in the entertainment and outdoor industry:

- **Jimmy Houston**, one of the biggest names in the history of fishing, a fixture on ESPN's national-television coverage of the sport and a National Fresh Water Fishing Hall of Famer.
- **Roland Martin**, winner of 19 Bassmaster tournaments and nine B.A.S.S. Angler of the Year awards, and the first professional bass fisherman to be inducted into the International Game Fish Association Hall of Fame, Fresh Water Fishing Hall of Fame and Professional Bass Fishing Hall of Fame.
- **Dustin Connell**, a five-time winner on the Major League Fishing Bass Pro Tour and two-time MLF REDCREST champion.
- **Chuck Belmore**, host of The Habit TV and a legendary figure on the booming sport of bowfishing, winner of the 2011 World Bowfishing Championship.
- **Kevin VanDam**, the all-time leading money winner in professional bass fishing, with four Bassmaster Classic titles, seven Bassmaster Angler of the Year titles and a 2018 Bass Fishing Hall of Fame inductee.
- **Lance Thornton**, a proud U.S. military veteran who lost most of his right arm in service to his country in Iraq in 2007, and has been a member of the U.S. National Archery Team 11 times.

Following the Grand Opening ceremony, these personalities will be available for meet and greet opportunities and autographs. PAW Patrol

characters will also be on site, alongside Hall of Fame angler Charlie Evans to meet and take photos with kids and families.

The retail store will officially open following the Evening for Conservation ceremonies, then for normal business hours the following day, on Oct. 3.

### **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 \$500 gift card.

Starting Thursday, Oct. 3, daily door prizes for the first families in the door include gift cards valued from \$10 to \$500, Yeti Yonder Water Bottles, Bass Pro Shops 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!

### **Immersive Outdoor Features Offer Entertainment For The Family**

In addition to providing customers with the outdoor products they love, a team of talented artists and craftsmen have designed 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 is often referred to as, "The Walt Disney of the Outdoors" for his knack for creating amazing experiences that connect people with nature.

Unique exterior and interior motifs have branded Bass Pro Shops as visually appealing, high quality outdoor retail destinations that customers love. Details inside the Spring location include camping and hunting murals inspired by historic Outdoor Life and Field and Stream vintage magazine covers, water features inspired by McKinney Falls, and regional taxidermy pieces that feature whitetail deer and turkey.

The store's aquarium will be one of the most popular features for customers visiting from throughout the region. The 10,000-gallon aquarium will feature a dozen species and nearly 100 total fish, including largemouth and hybrid striped bass, black crappie, bluegill, channel catfish, longnose, shortnose and alligator gar, bowfin, common carp, bigmouth buffalo and redfish.

## **Better Serving Houston With An Expanded Bass Pro Shops Boating Center**

The 125,000-square-foot Outdoor World destination – located just 7 miles north of the existing Tracker Boating Center in Houston – will feature a Bass Pro Shops Boating Center with a wide selection of boats and ATVs to help outdoor enthusiasts enjoy and experience the Great Outdoors. It will better serve the thousands of passionate sportsmen and women in the region by offering competitive pricing, award-winning customer service and factory-backed warranties.

White River Marine Group brands have a long history of game-changing innovations and quality products. From tournament bass angling to Great Lakes walleye runs, wakeboarding to entertaining family and friends, bays to bluewater, dirt trails to neighborhood cruises, every boat and off-road vehicle has been designed and developed with insights from the people who use them — boaters, anglers and off-road riders — to ensure they are ready for many years of outdoor adventures.

The on-site Power Pros Service Center will offer world-class service for boats, motors, and ATVs/UTVs, with technicians that have the knowledge and skills to offer the best service anywhere.

The outdoor retailer will transition service from the existing Tracker Boating Center off I-45 in Houston, concluding operations on Sept. 21 to prepare for the Grand Opening.

## **Supporting Conservation Across Texas for More Than 25 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 Texas, including strong support of the Texas Parks and Wildlife's popular Toyota ShareLunker program to promote and enhance bass fishing in the state, and both the National Archery in the Schools Program and Vamos a Pescar, educational programs that introduce youth in Texas to outdoor recreation.

This new location also will 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 and casting, 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 & Cabela’s CLUB Program Rewards Customers and Supports Conservation**

The new location proudly showcases Bass Pro Shops CLUB, the outdoor industry’s premier loyalty program recognizing the company’s most loyal customers.

Benefits available to CLUB Members include extra savings on gear with exclusive discounts, the ability to redeem points for free gear, and exclusive access to unique events – both in-store and at some of the top hunting and fishing destinations around the world. CLUB Members play a key role in supporting Bass Pro Shops’ conservation mission.

### **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 founded 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 for the third consecutive year.

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 150 Outfitters will deliver quality customer service to outdoor enthusiasts in the new 125,000-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 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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