

FOR IMMEDIATE RELEASE  
October 7, 2024



## Johnny Morris and Bass Pro Shops Expand Support for Hurricane Helene Relief Efforts

*North America's Premier Outdoor and Conservation Company unites anglers to support communities affected throughout the Southeastern United States*



**SPRINGFIELD, Mo. (October 7, 2024)** – Today, Bass Pro Shops and its founder Johnny Morris announced expanded support for those impacted by Hurricane Helene while inviting customers to round up at retail destinations throughout the region to aid in relief efforts. Funds raised will be routed through Convoy of Hope and

used to support the important work we can do together for our friends, neighbors and fellow sportsmen and women facing the devastation brought by the tragic storm.

It has been heartbreaking to see the devastation, loss of property, injuries and deaths left in the wake of Hurricane Helene since the storm made landfall on Sept. 26. Hundreds of people are still unaccounted for and communities throughout Florida, Georgia, Alabama, Tennessee, North Carolina and South Carolina remain isolated, without food, drinking water and power.

### **Once Again Partnering with Convoy of Hope and Inviting Customers to Round Up to Support Relief Efforts**

Acting quickly following the storm, Convoy of Hope has already mobilized **over 100 semi-trucks filled with much-needed supplies for those in need**. Bass Pro Shops is proud to contribute to these efforts and is inviting customers to Round Up their purchases at locations throughout the impacted region, with all proceeds directly distributed to Convoy of Hope to advance important relief initiatives.

Bass Pro Shops is proud to be a longtime partner with Convoy of Hope, a global leader in humanitarian relief efforts based in our hometown of Springfield, Missouri. Customers are invited to follow Convoy of Hope on social media to learn more about the impact we are making together.

### **Additionally Donating \$100K to Samaritan's Purse**

On October 1<sup>st</sup>, Bass Pro Shops donated \$100,000 to Samaritan's Purse and Water Mission which will provide much needed support to individuals impacted by the destruction Helene created across the Southeastern US.

## **Bass Pro Cares Fund: Outfitters Helping Outfitters**

The Bass Pro Cares Fund is stepping up efforts to assist in the recovery for Outfitters affected by Helene. Many Bass Pro Shops Outfitters had significant damage to their homes with hundreds losing power.

Since its founding in 2016, the Bass Pro Cares Fund – initiated by Johnny’s daughter, Megan – has provided more than \$4 million to help Outfitters of Bass Pro Shops, Cabela’s, White River Marine Group and Big Cedar Lodge facing unexpected crisis.

Funded by the generosity of Bass Pro Shops Outfitters and further supported with donations made by the Morris family, the Bass Pro Shops Cares Fund has issued grants to help Outfitters and their families after natural disasters, accidents, illnesses and other hardships.

## **Partnering with Country Music Superstar Chris Janson**

Working alongside good friend and country music superstar Chris Janson, Bass Pro Shops is donating items to be used to help the affected communities that are in need of water and snacks.

Janson made an appearance on Fox and Friends Friday morning bringing awareness to the devastation and need for support. He showcased how he and his family alongside his friends at Bass Pro Shops came together to help the communities in need of support.

## **Donating 10% of Sales from Grand Opening in Spring, Texas**

Last week, Bass Pro Shops welcomed thousands of customers to Evening for Conservation and Grand Opening of their new retail destination in Spring, Texas near Houston. The company

announced today that in addition to 10% of sales going directly to local conservation organizations in the local region, another 10% of nearly all sales from the event will be directed to support Hurricane Helene relief efforts.

## **When disasters strike, Bass Pro Shops has a track record of coming together to help rescue, recover and restore.**

Past relief efforts include:

- In 2019, the Anglers for the Bahamas campaign, along with support from Convoy of Hope, included personal contributions from Johnny, and in-store donations from Bass Pro Shops customers led to total donations exceeding \$4 million, to help in the aftermath of Hurricane Dorian.
- Later that year, Johnny and Bass Pro Shops brought Christmas in the Bahamas to Freeport, hosting a magical Christmas event for 20,000 kids and families desperate for assistance and in need of food and water. Alongside partners FedEx, Coca-Cola and Kid Casters, the event brought thousands of free beverages, many containers of food, toys and rod-and-reel combos, along with amusement rides, real snow and a visit from Santa Claus himself throughout a four-day event.
- In 2017, Bass Pro Shops coordinated with local, state and federal agencies to support ongoing rescue and relief efforts related to Hurricane Harvey. That included truckloads of relief supplies totaling \$40,000 and the **donation of more than 80 Tracker boats to government agencies and rescue organizations** in the Houston area and throughout Texas.
- In 2022, Morris and Bass Pro Shops announced major support for Hurricane Ian recovery efforts, including donations of more than \$1 million for Outfitters in the Fort Myers, Fla., area.

Looking to the future, like others, our resources are not without limits, but we are proud to be able to help serve our communities as best as we can.

# # #

## **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."

## **Media Contact:**

Bass Pro Communications

417-873-4567

[press@basspro.com](mailto:press@basspro.com)