



**Bass Pro Shops announces Nov. 20 Grand Opening and Evening for Conservation celebration for new retail destination in St. Augustine to serve the greater Jacksonville, Fla., area**

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



*The Great American Outdoor Store’s newest location will serve St. Augustine and the greater Jacksonville, Fla., area, with vast assortment of quality gear at low prices.*

**ST. AUGUSTINE, Fla. (Nov. 7, 2024)** – Bass Pro Shops announced today plans to celebrate the official Grand Opening of its new Outdoor World retail

destination serving St. Augustine and the Jacksonville, Fla., region, with a special Evening for Conservation, open to the public, on Nov. 20.

The St. Augustine Outdoor World store is on World Commerce Parkway in St. Johns County and will be the 13<sup>th</sup> Bass Pro Shops location in the great state of Florida, as it continues to expand its presence to serve the passionate sportsmen and women in the state.

The new 100,000-square-foot store will bring the company's trademark selection of premier outdoor gear at low prices and with genuine, friendly, expert service, giving the great 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, Hurricane Relief**

The Outdoor and Conservation company invites the greater Jacksonville 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. **For every dollar spent during the Evening for Conservation, 20 percent will be donated to support the local community.**

- **10 percent will be donated to local conservation organizations.**
- **An additional 10 percent of every dollar spent will be donated to hurricane relief efforts throughout the state.**

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 retail destination as the store officially opens for business.

Entertainment and festivities for the Evening for Conservation will begin on Nov. 20, starting with a performance by country music singer and songwriter Tim Dugger 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:

- **Bill Dance**, fishing legend and one of the most beloved anglers of all time. He's a household name as the host of one of the most successful and longest-running fishing shows ever.
- **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.
- **George Poveromo**, national seminar and television host of George Poveromo's World of Saltwater Fishing.
- **Darrell Gwynn**, fishing tournament host and former Top Fuel drag racer who is a member of the Motorsports Hall of Fame of America.



- **Diego Toiran**, Florida Keys Charter Captain and host of Pescando en los Cayos.
- **Ronnie Green**, a proud veteran from the U.S. Marine Corps and renowned angler, host of the Emmy Award-winning “A Fishing Story” television show.
- **Eva Shockey**, best-selling author, outdoor lifestyle blogger and champion for all things outdoors, and co-host of Jim Shockey’s Hunting Adventures on the Outdoor Channel, alongside her father.

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.

Also making appearances will be Rickey Medlocke of the legendary Lynyrd Skynyrd rock band, plus Jacksonville football notable alumni players and cheerleaders.

The retail store will officially open following the Evening for Conservation ceremonies, then for normal business hours the following day, on Nov. 21.

Click [here](#) for all the up-to-date details about the Evening for Conservation and Grand Opening festivities.

## **Customers Will Take Home Thousands in Gift Cards, Giveaways and Sweepstakes Prizes**

Customers attending the five-day Grand Opening event can enter a sweepstakes for a chance to win a \$500 gift card.

On the Evening for Conservation, giveaways for the crowd will include mini flying discs, teal Florida-shaped stickers with the Bass Pro Shops logo, Bass Pro Shops T-shirts and red trucker hats.

Starting Thursday, Nov. 21, 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 That Bass Pro Shops Has Become Known For**

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 St. Augustine location include a Cypress swamp motif, hand-painted murals depicting the St. Johns River and offshore Florida angling, and regional taxidermy and dioramas spotlighting Florida deer, gators, turkey, black bears, birds, and freshwater and saltwater fish.

Additionally, a mounted replica of a 20-foot great white shark will add to the local history flair.

The store's aquarium will be one of the most popular features for customers visiting from throughout the region. The 12,000-gallon aquarium will feature largemouth bass, crappie, channel catfish, bowfin, Florida gar, spotted bass, and various bluegill and other sunfish. All fish will be provided by Florida Fish & Wildlife.

## **Showcasing The Most Beloved Boat Brands in The World**

In addition to a vast assortment of fishing and outdoor gear, the store will showcase industry-leading boat brands, including TRACKER, NITRO, RANGER, MAKO, SUN TRACKER, REGENCY and TAHOE. Built by Bass Pro's White River Marine Group, the World's Best-Selling Boats are sold factory direct at money-saving prices.

The store's inventory will be tailored to the needs of freshwater and saltwater fishermen in the region. In addition, the new location will display a wide assortment of new TRACKER OFF ROAD ATVs and side-by-side vehicles, America's fastest-growing brand of off-road vehicles.

This Boating Center will offer hassle-free, headache-free options for outfitting outdoor enthusiasts with innovative, quality gear to experience and enjoy the Great Outdoors. White River Marine Group brands have a long history of game-changing innovations and quality products.

## **Conserving Florida for More Than 26 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 the state of Florida, including the Fish & Wildlife Foundation of Florida, the Florida Fish and Wildlife Conservation Commission, the International Game Fish Association, the Wildlife Foundation of Florida, the Bonefish & Tarpon Trust, the National Fish Habitat Partnership and the TrophyCatch program that encourages anglers to join the movement to become citizen scientists and assist in the management and conservation of Florida's freshwater fisheries.

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: Recognized for Doing Business the Right Way**

In 2022, Bass Pro Shops celebrated the 50th anniversary of its founding. Growing from a single location in an 8-square-foot section of a Springfield, Missouri, liquor store, the company now enjoys the support of the most dedicated customer base in the outdoors. Each year, millions of outdoorsmen and women shop at Bass Pro Shops or Cabela's locations across the United States and Canada.

From its first days in business, Bass Pro Shops has not only been dedicated to conservation, but to doing business the right way. This commitment has been recognized in the form of national awards from a variety of sources. In each of the last three years, Bass Pro Shops was recognized as America's Best Retailer for Camping & Outdoor Gear by *Newsweek*, and was recently named one of "America's Most Admired Workplaces" by *Newsweek*.

More than 130 "Outfitters" will deliver quality customer service to outdoor enthusiasts in the new 100,000-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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