



It fills our hearts with joy to remember our very special fishing buddy, President Jimmy Carter. What a true honor and blessing in life, when over thirty years ago through our shared love of fishing, we came to know this remarkably humble, kindhearted gentleman who was always led by his faith and love of his family and country.

On behalf of all fellow sportsmen and women, we thank you President Carter, for being a steadfast supporter of hunting, fishing and the great outdoors and for your lifetime commitment to conservation! And oh yes, we thank you for being a loyal customer of Bass Pro Shops !

Johnny Morris
Conservationist, Founder Bass Pro Shops

CONSERVATION IS A TRUE UNITER – LEADERS FROM BOTH SIDES OF THE AISLE CAN COME TOGETHER TO DO GOOD WORK FOR CONSERVATION AND THE FUTURE OF HUNTING AND FISHING.

From 2015 to 2019, both President Jimmy Carter, and President George H.W. Bush served as honorary co-chairmen for Wonders of Wildlife National Museum and Aquarium in Springfield, MO., paying tribute to the role hunters and anglers continue to play in conservation.

FOR MORE THAN A DECADE NOW, BASS PRO SHOPS HAS PROUDLY DONATED IN EXCESS OF 10% OF OUR ANNUAL EARNINGS TO SUPPORT CONSERVATION.

TO HONOR PRESIDENT JIMMY CARTER’S LIFETIME COMMITMENT TO CONSERVATION, JOHNNY MORRIS AND BASS PRO SHOPS ARE PROUD TO PLEDGE \$1 MILLION TO SUPPORT CAUSES PRESIDENT CARTER CHAMPIONED FOR MANY YEARS... ALL AIMED TO HELP INTRODUCE MORE KIDS TO THE JOYS OF FISHING, HUNTING AND THE GREAT OUTDOORS.

The \$1 million pledge will be distributed to support the following conservation organizations near and dear to the former President’s heart and is made possible in part due to the generous support of customers rounding up through the Bass Pro Shops Outdoor Fund.

- **American Wetlands Trust** (aligned with Ducks Unlimited)
- **National Wild Turkey Federation**
- **Association of Fish and Wildlife Agencies** supporting law enforcement agents
- **Vamos A Pescar Education Fund** engaging Hispanic youth with fishing, boating and conservation
- **National Wildlife Federation**

- **Georgia's Gateway to Fishing Program** providing fishing opportunities for urban youth to access to the joys of fishing

"Throughout my young life, I was obsessed with hunting and fishing, and I was not alone. It was what my father, families on the farm, and all of us boys wanted most when we were not working. We read, thought, talked, recalled past experiences and made future plans, all about hunting and fishing. I had a fishing pole in my hands as early as I can remember, and I would go hunting and fishing with daddy long before I could have anything to shoot other than a BB gun," wrote President Jimmy Carter.

Saluting President Carter's Conservation Legacy

In 2017, Bass Pro Shops awarded President Carter its highest conservation honor, Bass Pro Shops Conservation Partner of the Year for his lifetime commitment to conservation.



President Carter joined former President George W. Bush, Secretary of the Interior Ryan Zinke and over 400 conservation leaders from across North America on Sept. 17, 2017, to celebrate the Grand Opening of Wonders of Wildlife National Museum & Aquarium in Springfield, MO.



**CLICK HERE TO VIEW PRESIDENT CARTER'S
FROM-THE-HEART LOVE FOR HUNTING AND
FISHING AT WONDERS OF WILDLIFE NATIONAL
MUSEUM & AQUARIUM GRAND OPENING**



Johnny and team deliver 'Bass Force One' to Plains Georgia in June 2018. The boat was built with pride by the craftsmen and women of our Lebanon, MO., Tracker Plant for President and Mrs. Carter to enjoy many happy days catchin' fish and happy memories!