



**Bass Pro Shops, North America's premier outdoor and conservation company, announces plans for new Outpost location to serve Fort Smith, Arkansas**



*The Great American Outdoor Store's newest Arkansas location in Fort Smith will showcase vast assortment of quality gear at low prices*

**FORT SMITH, Ark. (Feb. 10, 2025)** – Bass Pro Shops announced plans today for a new Outpost retail location in Fort Smith, Arkansas.

Bass Pro Shops' newest store will be the company's third in the great state of Arkansas. The 70,000-square-foot Outpost retail location will be on Rogers Avenue in central Fort Smith, easily accessible by Highway 22 and Interstate 540, and is expected to open in early 2026.

"We are honored to open our newest location in the Natural State and are grateful for the opportunity to serve the many passionate sportsmen and

women in this beautiful region,” said Johnny Morris, noted conservationist and founder of Bass Pro Shops. “We’re proud to become neighbors with our longtime friends from Pradco Outdoor Brands and want to give a special thanks to Bennie Westphal from the Westphal Companies development group for his support in welcoming us to the region.”

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. 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 to “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 Arkansas, 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 Arkansas and throughout the country who defend our freedoms, including our opportunities to hunt, fish and spend time in the great outdoors.

### **Nationally Recognized for Excellence**

Bass Pro Shops consistently earns recognition from prestigious national media outlets, including:

- **In January 2025, Bass Pro Shops was named America’s Most Trusted Outdoor Retailer for 4<sup>th</sup> Consecutive Year**
- **Newsweek recently recognized Bass Pro Shops as one of “America’s Most Admired Workplaces.”**
- For the third consecutive year in 2024, Bass Pro Shops was voted the leading outdoor retailer on Newsweek’s **“America’s Best Retailers”** list.
- In recent years, Forbes named Bass Pro Shops one of **“America’s Best Employers”** as part of a nationwide survey of 500 large firms.

At the new Fort Smith 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](https://basspro.com/careers).

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### **About Bass Pro Shops**

[Bass Pro Shops](https://basspro.com), North America’s premier outdoor and conservation company, was founded in 1972 when avid young angler Johnny Morris

started selling tackle out of his father's liquor store in Springfield, Missouri. That was the company's sole location for the first 13 years, and it has since grown to nearly 200 retail locations throughout North America. 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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