



## **Bass Pro Shops announces April 16 Grand Opening and Evening for Conservation celebration for new retail location in Tyler, Texas**

*North America's Premier Outdoor Retail and Conservation Company will donate 20% of sales during Evening for Conservation to support local conservation*



*Bass Pro Shops' 17th Texas location will deliver outdoor enthusiasts "best-of-the-best" product selection with genuine friendly, expert service and **guaranteed low prices** !*

**TYLER, Texas (March 27, 2025)** – Bass Pro Shops announced plans today to celebrate the official Grand Opening of its new retail location in Tyler,

Texas, with a special Evening for Conservation, open to the public, on Wednesday, April 16, with entertainment starting at 5 p.m.

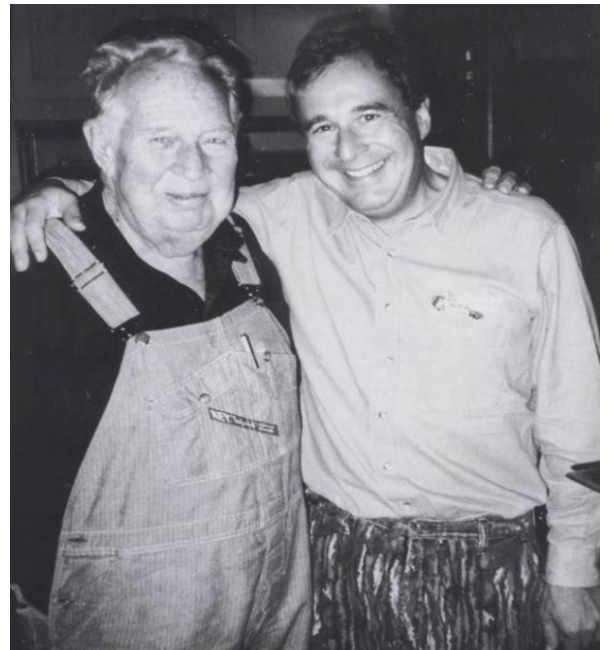
The new 77-000-square foot location on Market Square Boulevard near the Village at Cumberland Park, conveniently located in south Tyler, will be the 17<sup>th</sup> Bass Pro Shops location to serve customers in the great state of Texas, with their vast selection of premier outdoor gear at low prices and genuine, friendly, expert service.

## **Bass Pro Shops: America's Leading Outdoor Retailer, built on a passion for fishing**

Johnny Morris, legendary angler and noted conservationist, started Bass Pro Shops in 1972 in an 8-square-foot space in his father's liquor store in Springfield, Mo. That was the company's sole location for its first 13 years. Today the company 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.

With a steadfast commitment to quality, value and friendly expert service, Bass Pro Shops has gained a reputation as North America's Premier Outdoor and Conservation Company. This dedication has been recognized through numerous national awards. In each of the last four years, Bass Pro Shops was recognized as **"America's Most Trusted Outdoor Retailer"** by *Newsweek*, was voted the leading outdoor retailer on *Newsweek's* **"America's Best Retailers"** list for the third consecutive year in 2024, and was recently named one of **"America's Most Admired Workplaces"** by *Newsweek*.

**Grand Opening night's "Evening for Conservation," a tradition started many years ago by Bass Pro Shops founder Johnny Morris unites sportsmen and women to support local conservation organizations**



*Johnny Morris with his mentor and true hero in life, his father John A. Morris*

The Outdoor and Conservation company invites the greater Tyler community to a special ribbon-cutting ceremony and weekend-long celebration for its new 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 (on most items) 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 retail destination as the store officially opens for business.

Entertainment and festivities for the Evening for Conservation will begin on April 16, starting with a performance by 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:

- **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.
- **Jimmy Houston**, one of the biggest names in the history of fishing, a fixture on ESPN's national-television coverage of the sport and member of both the National Fresh Water Fishing Hall of Fame and Bass Fishing Hall of Fame.
- **Wade Middleton**, host of Whitetail Diaries and President of Careco TV. He is a proud Air Force veteran who has been active with various



non-profit organizations and supports hunting and fishing initiatives nationwide.

- **Clark Wendlandt**, a three-time FLW Angler of the Year and Bassmaster Angler of the Year in 2020.
- **Brian “Pigman” Quaca and Junie Quaca**, hunting legends throughout the state of Texas, these outdoor personalities host “Pigman: The Series” on the Sportsman Channel.
- **PAW Patrol characters alongside Hall of Fame angler Charlie Evans**

Following the Grand Opening ceremony, these celebrities will be available for meet and greets and autographs.

The retail store will officially open following the Evening for Conservation ceremonies, then for normal business hours the following day, on April 17. Store hours will be 9 a.m. to 8 p.m. on Monday through Saturday, and 10 a.m. to 7 p.m. on Sunday.

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

### **Grand Opening Weekend festivities offer something for everyone**

The Evening for Conservation and Grand Opening Weekend includes can't-miss deals, exclusive events and exciting attractions for outdoor enthusiasts of all ages:

- **Bass Pro Shops and Cabela’s CLUB Members receive 10 percent off** almost everything during the entire Grand Opening Weekend, April 16-20. The CLUB Program is the outdoor industry’s premier loyalty program, recognizing the company’s most loyal customers and providing extra savings on gear with exclusive discounts, access to unique events and playing a key role in supporting Bass Pro Shops’ conservation mission.
- **Customers will take home thousands in gift cards, giveaways and sweepstakes prizes**, including gift cards for the first 100 individuals through the door on Thursday, April 17, valued between \$10 and \$500. Throughout the weekend, giveaways include Bass Pro Shops T-shirts, Yeti Yonder Water Bottles, trucker hats and Johnny Morris signature

steak strips. A Grand Prize giveaway runs from April 16 through April 30, with the winner receiving a \$500 gift card.

- **The first public unveiling of the breathtaking store aquarium – which totals 23,000 gallons and was inspired by nearby Lake Fork.** It includes more than 135 fish, with largemouth, white and hybrid striped bass, crappie, sunfish, catfish, gar, bowfin and carp among them.
- **BUY BOATS FACTORY DIRECT AND SAVE !** Bass Pro Shops proudly features a wide selection of boats and ATVs to help outdoor enthusiasts enjoy and experience the Great Outdoors at industry-leading, factory-direct prices.

In 1978, Johnny Morris revolutionized the Marine Industry when he introduced BASS TRACKER, the world's first "fish ready" professionally rigged and nationally marketed boat, motor and trailer package. Today, Bass Pro Shops is the world's largest builder of fishing and recreational boats, helping anglers and boaters in effect buy factory direct and save BIG!

**★ BUY FACTORY DIRECT AT BASS PRO SHOPS ★**  
**AND SAVE FROM THE WORLD'S LARGEST BOAT MANUFACTURER**

**TRACKER** boats      **Ranger** BOATS      **NITRO** PERFORMANCE FISHING BOATS      **MAKO**

**Sun TRACKER**      **REGENCY**      **TAHOE**      **TRACKER OFF ROAD**



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## **About Bass Pro Shops**

[Bass Pro Shops](#), North America's premier outdoor and conservation company, was founded in 1972 when avid young angler Johnny Morris began 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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