



Bass Pro Shops announces May 21 Grand Opening and Evening for Conservation celebration for new Outpost location in Duluth, Minnesota

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' 5th Minnesota location will deliver outdoor enthusiasts "best-of-the-best" product selection with genuine friendly, expert service and **guaranteed low prices** !*

DULUTH, Minn. (May 8, 2025) – Bass Pro Shops announced plans today to celebrate the official Grand Opening of its new retail location in Duluth, Minnesota, with a special Evening for Conservation, open to the public, on Wednesday, May 21, with entertainment starting at 5 p.m.

The new 70,000-square foot retail location on Haines Road in nearby Hermantown is easily accessible via U.S. Highway 53. It will be the fifth Bass Pro Shops location to serve customers in the great state of Minnesota, with their vast selection of premier outdoor gear at low prices and genuine, friendly, expert service.

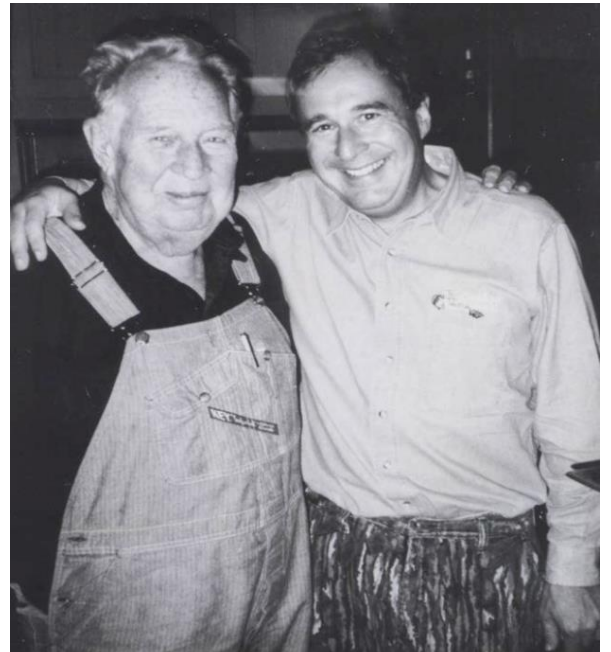
Bass Pro Shops: America's Leading Outdoor Retailer, built on a passion for fishing

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

The Outdoor and Conservation Company invites the greater Duluth community to a special ribbon-cutting ceremony and weekend-long celebration for its new location, highlighted by fishing and hunting celebrity



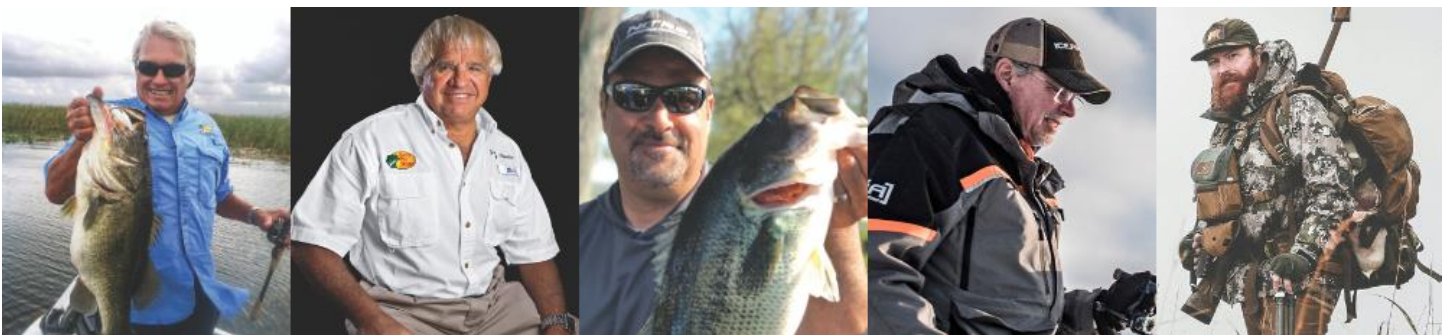
Johnny Morris with his mentor and true hero in life, his father John A. Morris

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 May 21, 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.
- **Mark Zona**, Master Angler and host of "Zona's Awesome Fishing Show." His angling expertise, resilient personality and spontaneous humor have made him one of the most recognizable faces in outdoors television today.

- **Gary Parsons**, a professional walleye fisherman, specializing in tournament fishing and walleye fishing. He's a member of the National Fresh Water Fishing Hall of Fame and one of the co-hosts of the popular The Next Bite television show.
- **Casey Keefer** of the popular Keefer Brothers, who have spent decades mastering the art of survival – not just in the wilds of Alaska, but in content, business and storytelling. Their perennial hit show Dropped airs on Outdoor Channel. Rooted in spirit, exploration and expertise, the Keefer Brothers thrive in places inaccessible to the common man.
- **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 May 22. Store hours will be 9 a.m. to 9 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, May 21-25. 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 giveaways** for the first 200 families through the door on Thursday, May 22 through Saturday, May 24. Giveaways will feature Yeti Yonder Water Bottles on Thursday,

Bass Pro Shops trucker hats on Friday and Johnny Morris Signature Steak Strips on Saturday.

- **The first public unveiling of the breathtaking store aquarium – which totals 10,000 gallons** and will be home to a variety of fish native to Lake Superior and surrounding bodies of water, including lake sturgeon, largemouth and smallmouth bass, black crappie, sunfish, channel catfish, longnose and shortnose gar, white suckers, bowfin, walleye, northern pike and muskellunge. Fish provided through a partnership with the Minnesota Department of Natural Resources.
- **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
Sun TRACKER

GRIZZLY ALL-WELDED BOATS
REGENCY
TAHOE
TRACKER OFF ROAD

The advertisement features a red banner at the top with white text and two blue stars. Below the banner is a dark blue section containing logos for Tracker boats, Ranger boats, Nitro Performance Fishing Boats, Sun Tracker, Grizzly All-Welded Boats, Regency, Tahoe, and Tracker Off Road. The bottom section is a photograph of a Bass Pro Shops store interior, showing several boats on display, including a Tracker boat with a Mercury outboard motor, and people browsing. A sign in the foreground reads "LET OUR POWER PROS HELP YOU GET ON THE WATER WITH A CERTAIN PRECISION".

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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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