



## **Johnny Morris and Bass Pro Shops donate more than 40,000 rods and reels nationwide in challenge to get more kids fishing**

*Gone Fishing event invites families to connect with the outdoors with free in-store kids' fishing events, donations to youth non-profit groups and Johnny Morris' Bass Pro Shops Kids' Braggin' Board*



*Nearly 500,000 rods and reels have been donated to not-for-profit partners since Gone Fishing started.*

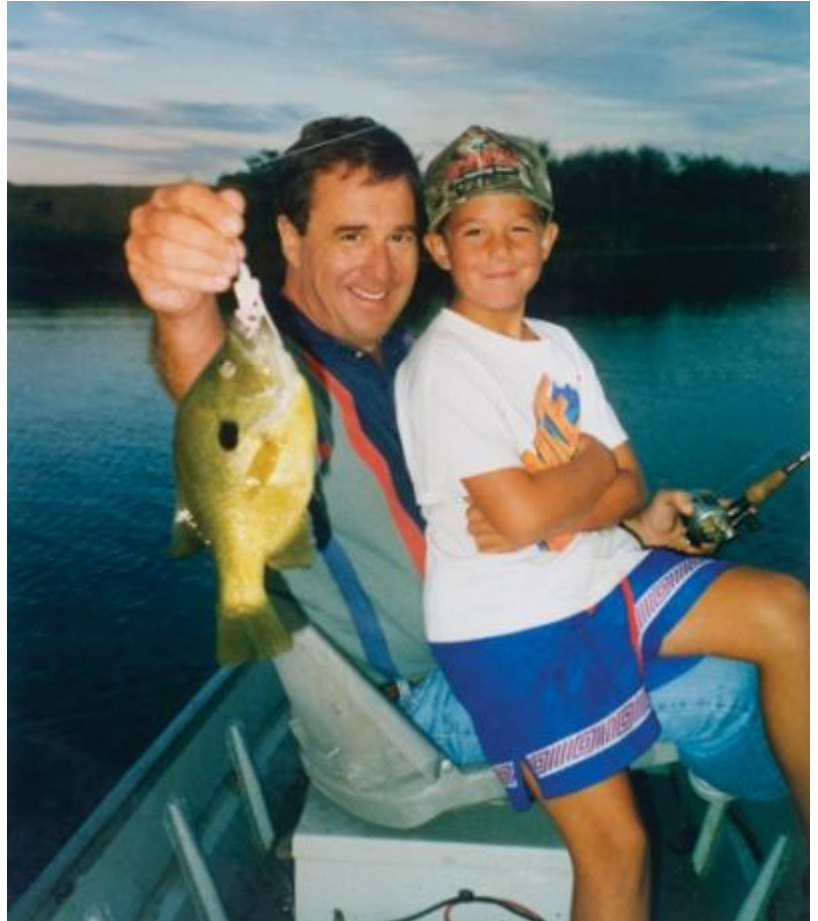
**SPRINGFIELD, Mo. (June 3, 2025)** – Johnny Morris, legendary angler, noted conservationist and founder of Bass Pro Shops, from his heart says “Take a kid fishin’. You’ll be happy you did!” and is challenging families

everywhere to get outside and enjoy the wonders of fishing and the great outdoors this summer with the *Gone Fishing* event.

To kick off this highly anticipated annual event, Johnny and Bass Pro Shops are donating more than 40,000 rods and reels to not-for-profit partners that help kids everywhere connect to the great outdoors.

The 10<sup>th</sup> celebration of the *Gone Fishing* event includes gear donations, dozens of nonprofit partnerships and a variety of free in-store fishing and casting activities at Bass Pro Shops and Cabela's locations on the weekends of June 6-8 and June 13-15.

Since the program's inception, nearly 500,000 rods and reels have been donated to youth-focused nonprofit organizations across North America.



*Noted conservationist and Bass Pro Shops founder Johnny Morris fishing with his son and best fishin' buddy, John Paul.*

"Some of my most happy experiences in life have been spent fishing and enjoying the great outdoors with family, friends and loved ones," said Johnny, who spent his summers as a youngster fishing with his family on the beautiful waters of the Missouri Ozarks. "*Gone Fishing* is a perfect opportunity to share those experiences and help future generations discover the joys of fishing, while inspiring families to get out and enjoy all that nature has to offer."

### **National Donation Day festivities**

Gone Fishing kicks off with National Donation Day on Thursday, June 5, with Johnny and Bass Pro Shops donating more than 40,000 rods and reels to non-profit organizations that connect kids to the outdoors. Bass Pro Shops across the U.S. will host a special donation presentation with their selected youth non-profit partners and local wildlife and conservation agents.



This event is made possible in part by customers who brought in gently used rods and reels earlier this spring, exchanging them for discounts on new gear, and each piece was refurbished to ensure they are fish-ready for budding young anglers.



## Show off your catch on the Johnny Morris Bass Pro Shops Kids' Braggin' Board

Share your kids' favorite fishin' photos for a chance to be featured on the Kids' Braggin' Board. Entries have a chance to be included for the world to see. It's a great way to keep a record of a memorable day on the water and share with family, friends and loved ones that great catch that didn't get away.

For more details, visit [basspro.com/bragginboard](http://basspro.com/bragginboard).

## Join us for free Kids' Fishing Events, giveaways to spread the joy of fishing

Bass Pro Shops and Cabela's locations across the U.S. will be hosting free activities and special giveaways during *Gone Fishing*, designed for anglers of all ages and experience levels. Family-friendly events hosted on the weekends of June 6-8 and June 13-15 (Father's Day Weekend) include:

- **Free Catch-And-Release Fishing Events:** Kids can experience the excitement of fishing at in-store catch-and-release ponds and get a free photo digital download to document their catch and celebrate their

achievement (11 a.m. - 2 p.m. on June 6 and June 13; 10 a.m. - 1 p.m. on June 7-8 and June 14-15).

- **Free Knot-Tying Kits:** To help young anglers hone their skills and get ready for their next fishing adventures. Available while supplies last.

Bass Pro Shops was again named America's Best Outdoor Retailer recently, and has a team of expert Outfitters here to serve customers throughout North America, eager to provide guidance and share stories with outdoor enthusiasts of all experience levels. Whether you're just starting out or are a seasoned pro, these Outfitters are excited to share tips and tricks to help make happy memories in the outdoors.

For more information about *Gone Fishing*, visit [basspro.com/gonefishing](http://basspro.com/gonefishing).

Links to [download photos](#) and [broadcast-quality video](#).

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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 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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