



Bass Pro Shops, North America's premier outdoor and conservation company, announces plans for new Outpost location in Muncy, Pennsylvania, to serve the greater Williamsport region



The Great American Outdoor Store's newest Pennsylvania location at the District at Lycoming Valley in Muncy will showcase vast assortment of quality gear at low prices

MUNCY, Pa. (June 5, 2025) – Bass Pro Shops announced today that it has identified the location for a new Outpost retail location in Muncy, Pennsylvania.

Bass Pro Shops is continuing its expansion in Pennsylvania with a new location to serve the greater Williamsport region. This store is part of the company's growth strategy in the state, which includes a recently announced location in South Fayette Township. Upon completion, Bass Pro Shops will have four stores in the state, each offering a wide selection of quality products at the best prices around, while providing genuine, friendly expert service.

The 75,000-square-foot Outpost retail location will lead the redevelopment of the former Lycoming Mall property into "The District" and is expected to open in 2027.

"We are honored to bring our newest location to the Keystone State, and grateful for the opportunity to serve all the passionate sportsmen and women in this beautiful region," said Johnny Morris, noted conservationist and founder of Bass Pro Shops. "We can't wait to help outfit everyone for their outdoor adventures across Eastern Pennsylvania."

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.

"We're proud to partner with Bass Pro Shops to help write this exciting chapter for Lycoming County and the surrounding communities for decades to come," said Ara Kervandjian, Executive Vice President of FamVest.

"Securing this partnership with Bass Pro Shops is a testament to the unwavering commitment between our state and local officials, including the Lycoming County Commissioners, Chamber of Commerce and FamVest," Sen. Gene Yaw (R-23) said. "Bass Pro has a deep history of protecting habitat and introducing families to the great outdoors and there is no better place for them to put down roots than in Lycoming County - the gateway to the Pennsylvania Wilds. This new location will undoubtedly strengthen the

local economy and be a driving force for tourism and recreation in our region. As the company's newest location in Pennsylvania, and the first in central Pennsylvania, I was pleased to help secure investment for the project, and I am looking forward to seeing it come to life."

Proudly Standing Alongside Customers to Support Conservation

Conservation forms the heart and soul of Bass Pro Shops and is an ethic that dates 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 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

Bass Pro Shops is planning to open in Lycoming County — the eastern gateway to the Pennsylvania Wilds — where more than 2 million acres of public land, world-class hunting and fishing and unmatched natural beauty make it a premier destination for outdoor enthusiasts.

Envisioned as a tribute to the great sporting heritage of the region and a celebration of the sportsmen and women of Pennsylvania, 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

The 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 Pennsylvania 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 the fourth consecutive year.**
- **In September 2024, Newsweek 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 Muncy location, Bass Pro Shops is expected to employ more than 150 “Outfitters” eager to serve customers and their pursuits in the great outdoors. Employment information, when available, will be posted at 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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