



FOR IMMEDIATE RELEASE
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Bass Pro Shops and Cabela's continues strong partnership with the National Archery in the Schools Program with \$100,000 grant through the Outdoor Fund



SPRINGFIELD, Mo. – The Bass Pro Shops and Cabela's Outdoor Fund is proud to announce a \$100,000 grant to the National Archery in the Schools Program, continuing its support of its educational programming for more than 1 million students across North America and offsetting equipment costs for new schools and students joining the program.

This latest grant pushes the total amount of support for NASP® from the

Outdoor Fund to more than \$900,000 since 2016. This commitment shows the steadfast efforts of Bass Pro Shops and its founder, noted conservationist Johnny Morris, to inspire everyone to love, enjoy and conserve the great outdoors by introducing new audiences to outdoor recreation and the wonders of nature.

The National Archery in the Schools Program is an in-school activity aimed at expanding participation in archery while improving educational performance among students in grades 4-12. Participants learn focus, self-control, discipline, patience and the life lessons required to be successful in the classroom and in life. When a school incorporates the NASP curriculum in its physical education offerings, more than 100 students on average participate in the sport at that location annually, with two-thirds of participants being first-time archers.

“We are excited to continue to support NASP and the important work it does for these young sportsmen and women,” Johnny Morris said. “This program has a long and successful history of introducing new audiences to the outdoors and helping young people of all backgrounds participate in this growing sport. It’s very rewarding to see thousands of young archers across the nation reap the positive benefits.”

NASP boasts an unblemished 23-year safety record and adds more than 1,300 schools per year, helping to grow the sport of archery and supporting the mission of educators through this extracurricular activity. This latest landmark Outdoor Fund grant, and continued support over the last 10 years, is made possible by the generosity of Bass Pro Shops and Cabela’s customers who round up their purchases at the register and online. It provides outdoor gear for programming that makes a positive and significant impact on thousands of students nationwide.

“The National Archery in the Schools Program is indeed grateful to the Bass Pro Shops and Cabela’s Outdoor Fund Committee for their continued support of NASP students!” NASP President Tommy Floyd said. “For the thousands of NASP students and their families who visit a nearby Bass Pro Shops or Cabela’s retail store, or visit the trusted retailer online, ‘rounding up for conservation’ is a great way to support their favorite archery program. We continue to utilize 100 percent of these Outdoor Fund dollars to offset the

cost of equipment kits for new and reactivated schools. NASP is proud to continue to work with the Bass Pro Shops and Cabela's family to grow the shooting sports and promote conservation!"

Guided by the visionary leadership of Johnny Morris, the Bass Pro Shops and Cabela's Outdoor Fund unites more than 200 million passionate customers with dedicated team members, industry partners and leading conservation organizations like the National Archery in the Schools Program. Through these conservation initiatives, Bass Pro Shops and Cabela's is creating North America's largest conservation movement to collectively shape the future of the outdoors and all who love it for generations to come.

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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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