



Bass Pro Shops announces Oct. 29 Grand Opening and Evening for Conservation celebration for new Outdoor World location in Odessa, Texas

North America's Premier Outdoor Retail and Conservation Company will donate 15% of sales on most items during Evening for Conservation to support local conservation



*Bass Pro Shops' 18th Texas location will deliver outdoor enthusiasts "best-of-the-best" product selection with genuine friendly, expert service and **guaranteed low prices** !*

ODESSA, Texas (Oct. 21, 2025) – Bass Pro Shops announced plans today to celebrate the official Grand Opening of its new retail location in Odessa, Texas, with a special Evening for Conservation, open to the public, on Wednesday, Oct. 29, with entertainment starting at 5 p.m.

The new 100,000-square foot retail location between Yukon Road and Mission Boulevard, fronting Highway 191 in Midland County, is ready to serve outdoorsmen and women and to honor the rich sporting heritage of the Permian Basin region. It will be the 18th Bass Pro Shops location to

serve customers in the great state of Texas, with its vast selection of premier outdoor gear at low prices and genuine, friendly, expert service.

Bass Pro Shops: America's Leading Outdoor and Conservation Focused Company, 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.



*(Left) Bass Pro Shops founder Johnny Morris with his father and true hero, John A. Morris – a decorated World War II veteran who served in the Battle of the Bulge.
(Right) Bass Pro Shops' original location in Johnny's dad's liquor store.*

Today the company enjoys the support of the most dedicated customer base in the outdoors. Each year, 250 million 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 named one of **"America's Most Admired Workplaces 2025"** by *Newsweek*.

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

The Outdoor and Conservation Company invites the greater Permian Basin 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, 15 percent (on most items) will be donated to local conservation organizations.

Entertainment and festivities for the Evening for Conservation will begin on Oct. 29, starting with a live performance from singer-songwriter and social media sensation Austin Brown at 5 p.m., the official ribbon-cutting ceremony at 6 p.m., followed by the store opening. **Get there early. You won't want to miss it!**

Grand Opening Weekend festivities offer something for everyone

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

- Families and guests of all ages can create happy Christmas memories throughout the holiday season at **Santa's Wonderland**. The magic will begin when Santa makes his grand arrival in Odessa at 5 p.m. on Saturday, Nov. 1. Starting on Sunday, Nov. 2, families can visit Santa's Wonderland in-store and receive a free 4x6 studio-quality photo with Santa.
- **Bass Pro Shops and Cabela's CLUB Members receive 10 percent off** almost everything during the entire Grand Opening Weekend, Oct. 29 through Nov. 2.
- Guests are encouraged to bring their little outdoor enthusiasts on Friday, Oct. 31, and **celebrate Halloween** with free candy giveaways, while supplies last.
- Customers will enjoy **exclusive giveaways and deals** throughout the weekend. Daily door prizes will be given to the first 200 families through the door on Thursday, Oct. 29 through Saturday, Nov. 1.

- Kids of all ages are invited to be among the first to experience the store's **stunning 20,000-gallon aquarium**. With a mine shaft theme that pays tribute to the area's rich mining history, the aquarium will include about 180 fish, including largemouth, hybrid striped and white bass, black crappie, sunfish, channel catfish and blue catfish, longnose gar, bowfin, common carp, bigmouth buffalo and freshwater drum.
- Explore the **store's full lineup of industry-leading boat brands**, including TRACKER, RANGER, NITRO, SUN TRACKER, REGENCY and TAHOE. Built by Bass Pro's White River Marine Group, the World's Best-Selling Boats are sold factory direct at money-saving prices, with award-winning service and factory-backed warranties.



Come meet the legends! 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**, Nine-time Bassmaster Angler of the Year, Bass Fishing Hall of Fame Inductee
- **Jimmy Houston**, Two-time Bassmaster Angler of the Year, 2002 Bass Fishing Hall of Fame Inductee
- **Wade Middleton**, Host of Yamaha's Whitetail Diaries and President of Careco TV
- **Max Michel**, IPSC XVII World Champion, seven-time World Speed Shooting Champion, seven-time U.S. Steel National Champion, 13-time USPSA National Champion, 20-time U.S. National Champion
- **Chris Zaldain**, Bassmaster Elite Series Angler, nine-time Bassmaster Classic Qualifier, WON BASS U.S. Open Angler
- **Ross Coleman**, PBR Hall of Fame Bull Rider and Head Coach of Missouri Thunder
- **PAW Patrol characters alongside fishing legend, Charlie Evans**

Following the Grand Opening ceremony, these celebrities will be available for meet and greets and autographs, until 8 p.m. The retail store will officially open following the Evening for Conservation ceremonies, then for normal business hours the following day, on Oct. 30. 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.

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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 Best Outdoor Retailer” for four consecutive years and “America's Most Trusted Retailer for Outdoor Gear.”

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