



Bass Pro Shops, North America's premier outdoor and conservation company, announces new location in Victor, New York

New destination retail location will offer wide assortment of quality gear at low prices, backed by genuine, friendly expert service



SPRINGFIELD, Mo. (Oct. 21, 2025) – Bass Pro Shops announced plans today for a new destination retail location for Victor, New York, to serve the greater Rochester region.

The opening of Bass Pro Shops' newest location will be the company's 5th in the great state of New York, serving the entire Finger Lakes Region. This

Outpost location will continue the company's reputation of serving the passionate sportsmen and women in the state with the widest selection of quality products at the best prices around while providing genuine, friendly expert service.

The new Bass Pro Shops Outpost is planned for a 90,000-square-foot location at the Eastview Mall, at 7979 Pittsford Victor Road (Route 96), easily accessible from Interstate 90 and 490. It is expected to open late 2026.

"We have a great deal of passion for this entire region and the amazing range of outdoor recreation options it offers," said Johnny Morris, legendary angler, noted conservationist and Bass Pro Shops founder. "We can't wait to help outfit the great outdoorsmen and women throughout the area for all their outdoor adventures so they can spend time together in nature. We are genuinely proud and excited about this new location and the impact it will have."

Whether it's taking a hike on one of the picturesque trails and seeking adventures throughout the Finger Lakes region, exploring the wooded hillside scene and wetland areas in Fishers Park, or seeking out the wildlife or fishing at Lehigh Crossing Park, Bass Pro Shops and its team of expert Outfitters will be ready to help make outdoor dreams come true.

Like all Bass Pro Shops locations, the new store will feature a completely unique custom design. Envisioned as a tribute to the great sporting heritage of the region and a celebration of everything New York, it will build on the signature qualities that define the award-winning Bass Pro Shops shopping experience, combining retail with entertainment, outdoor education and conservation.

"We are incredibly proud to welcome a retailer of this caliber to our community," said Jack Marren, Victor Town Supervisor. "The addition of Bass Pro not only revitalizes a key retail space at Eastview Mall but also strengthens our reputation as a top destination for shopping and leisure. We are excited about the economic impact and increased foot traffic this will bring to this area. Many thanks to Johnny's world-renowned team at Bass Pro Shops, the Town of Victor, Wilmore and the Ontario County IDA for the teamwork in making this dream become a reality."

Since its founding in 1972, in an 8-square-foot space in the liquor store of the father of Johnny Morris in Springfield, Missouri, 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.

Experiential retail destination with immersive outdoor features

Envisioned as a tribute to the great sporting heritage of the region and Upstate New York as a whole, the store will reflect the area outdoor offerings available, building on the signature qualities that define the celebrated Bass Pro Shops 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.

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 efforts in local communities and across North America.

At locations throughout North America, customers are invited to "round up" at the register and online 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.

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 New York 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:

- For the fourth consecutive year in 2025, Bass Pro Shops was voted the leading outdoor retailer on Newsweek's "**America's Best Retailers**" list.
- In January 2025, Bass Pro Shops was named "**America's Most Trusted Outdoor Retailer**" for the fourth consecutive year.
- Newsweek recently recognized Bass Pro Shops as one of "**America's Most Admired Workplaces.**"
- 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 Victor location, Bass Pro Shops is expected to employ more than 120 "Outfitters" eager to serve customers and their pursuits in the great outdoors. Employment information, when available, will be posted at basspro.com/careers.



Click here to watch a special movie about Bass Pro Shops

###

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