



Bass Pro Shops, North America's premier outdoor and conservation company, announces exciting new location in Abilene, Texas

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



SPRINGFIELD, Mo. (Dec. 17, 2025) – Bass Pro Shops announced plans today for a new destination retail location for Abilene, Texas, with its convenient location ready to serve the greater West Texas region.

Bass Pro Shops' newest Texas 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 the genuine, friendly expert service that customers have come to expect.

“We have a great deal of passion for the great state of Texas, and we’re honored to be able to continue to serve sportsmen and women of West Texas with another convenient location,” said Johnny Morris, legendary angler, noted conservationist and Bass Pro Shops founder. “It’s so inspiring to know that we’ll be outfitting families throughout the region with everything they need to go fishing or camping at Abilene State Park, kayaking on Lake Fort Phantom, or just enjoying the outdoors and making memories together in nature.”

The new Bass Pro Shops Outpost will be a 72,000-square-foot location and the major anchor within Rainy Creek, a 35-acre mixed-use development on the northeast side of Abilene, along Interstate 20 and East Ambler Ave., adjacent to Abilene Christian University. The Outpost is expected to open in early 2027.

“I am thrilled we get to share the news of this exciting addition to Abilene,” Mayor Weldon Hurt said. “Bass Pro Shops will not only provide services and products that are in high demand for our area, but also a unique shopping experience. I have no doubt our community and surrounding neighbors will be very excited to support Bass Pro Shops in the Big Country.”

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 Texas, 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.

Rainy Creek aims to provide a modern, high-quality commercial environment that supports both community needs and regional attractions, with an expected 1 million visitors per year.

“Bringing Bass Pro Shops to Rainy Creek is a major milestone for the development and a strong signal of Abilene’s momentum,” said Jordan Wallace, Founder and CEO of Wallace Ventures and Partner Danny Jester. “We’re excited to deliver a fresh, modern retail and entertainment mix that complements the community and supports long-term regional growth.”

Bass Pro Shops has a long and dedicated history serving the outdoor enthusiasts of the state with the best gear at the best value for all their adventures in the wild. The recent opening of the Bass Pro Shops Outdoor World in Odessa makes 18 locations throughout the state – four opening in the last two years.

Bass Pro Shops has seen a steady stream of growth and expansion into new markets in recent times. Since 2024, new locations have opened in West Chester, Ohio; Irvine, Calif.; Grand Prairie, Texas; Spring, Texas; St. Augustine, Fla.; Tyler, Texas; Duluth, Minn.; Clifton Park, N.Y.; and Odessa, Texas. Currently, there are 180 retail locations throughout the United States and Canada.

In addition to Abilene, other locations already announced and coming soon will serve Loveland, Colo., Fort Smith, Ark.; Lansing, Mich.; Pittsburgh, Pa.; Tucson, Ariz.; Victor, N.Y.; Osage Beach, Mo.; Muncy, Pa.; and Gulfport-Biloxi, Miss.

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 West Texas as a whole, the store will reflect the area's outdoor offerings, 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.

Bass Pro Shops has a longstanding history of conservation support in the state of Texas, including strong support of the Texas Parks and Wildlife’s popular Toyota ShareLunker program to promote and enhance bass fishing in the state, and both the National Archery in the Schools Program and Vamos a Pescar, educational programs that introduce youth in the state to outdoor recreation.

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 Texas 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 Abilene location, Bass Pro Shops is expected to employ more than 115 "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

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

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