



## **Bass Pro Shops announces March 25 Grand Opening and Evening for Conservation celebration for new Outdoor World location in Tucson, Ariz.**

*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 efforts*



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

**TUCSON, Ariz. (March 17, 2026)** – Bass Pro Shops announced plans today to celebrate the official [Grand Opening](#) of its new location in Tucson, Ariz., with a special Evening for Conservation, open to the public, on Wednesday, March 25, with entertainment starting at 5 p.m.

The 100,000-square foot retail destination, located at 1500 E. Tucson Marketplace Boulevard and anchoring the Marketplace at the Bridges just

off I-10, is ready to serve outdoorsmen and women and to honor the rich sporting heritage of the Sonoran Desert Region. It will be the third Bass Pro Shops location to serve customers in the great state of Arizona, with its “best-of-the-best” product selection 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 five 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 fourth consecutive year in 2025 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 Tucson 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 March 25, starting with a live performance from singer-songwriter Celeste Kellogg 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:

- **Bass Pro Shops and Cabela's CLUB Members receive 10 percent off** almost everything during the entire Grand Opening Weekend, March 25 through March 29.
- 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, March 26 through Saturday, March 28.
- Families and guests of all ages are invited to create happy memories with **FREE photos with the Easter Bunny**, beginning Wednesday, March 25, following the ribbon cutting and running through Easter Sunday. Free reservations open Thursday, March 26, at [basspro.com/easter](http://basspro.com/easter). Special bass-shaped Easter eggs will be offered as giveaways, with a surprise inside.
- Guests of all ages are invited to be among the first to experience the store's **stunning 15,000-gallon aquarium**. With a waterfall in an abandoned mine setting, including tracks and a sunken ore cart, it will be home to bass, trout, catfish, crappie and sunfish, provided through a partnership with the Arizona Fish and Game Department.

- 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.
- The **on-site POWER PROS service center** will offer world-class service for boats, motors and ATVs/UTVs, with certified technicians that have the knowledge and skills to offer the best service anywhere, including parts and accessories.



**Come meet the legends! Special appearances by conservation leaders, legendary anglers and popular entertainment figures, including PAW Patrol**



*Celebrities attending the Evening for Conservation include fishing legends (from left), Roland Martin, Jimmy Houston, Kevin VanDam and Josh Bertrand.*

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, 19-time Bassmaster tournament winner and host of “Fishing with Roland Martin.”
- **Jimmy Houston**, Two-time Bassmaster Angler of the Year, 2002 Bass Fishing Hall of Fame Inductee and host of “Jimmy Houston Outdoors”
- **Kevin VanDam**, 7-time Bassmaster Angler of the Year, 4-time Bassmaster Classic champion, 29 Tour-level wins.
- **Josh Bertrand**, 2018 Bassmaster Elite Series Champion, 2012 Bassmaster Central Opens Angler of the Year and 2022 WON Bass U.S. Open champion
- **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 March 26. 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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