



## **Bass Pro Shops announces April 29 Grand Opening and Day of Conservation at new Outpost location in Fort Smith, Ark.**

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



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

**FORT SMITH, Ark. (April 22, 2026)** – Bass Pro Shops announced plans today to celebrate the official [Grand Opening](#) of its new location in Fort Smith, Ark., with a special Grand Opening and Day of Conservation on

Wednesday, April 29. The store will open to the public at 9 a.m., with special celebrity appearances and opportunities to connect with local conservation groups from 4 to 7 p.m.

Bass Pro Shops invites the greater Fort Smith community to a Grand Opening celebration April 29 through May 2 at its new location, highlighted by fishing and hunting celebrity appearances, family activities, giveaways and more.

The 70,000-square-foot Outpost retail location at 2101 Bass Pro Drive is easily accessible by Highway 22 and Interstate 540 and ready to serve outdoorsmen and women of the Arkansas River Valley Region while honoring the area's rich sporting heritage. Bass Pro Shops' third location in the Natural State will serve customers 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*.

### **Grand Opening week kicks off with Day of Conservation Celebration**

The Day of Conservation unites sportsmen and women to give back to local conservation organizations. **For every dollar spent on Wednesday, April 29<sup>th</sup>, 15 percent of sales (on most items) will be donated to local conservation organizations.**

The Day of Conservation celebration begins Wednesday, April 29, with doors opening at 9 a.m. The first 100 customers will receive a free gift card valued between \$10 and \$500. From 4 to 7 p.m., customers can meet fishing legends Jimmy Houston and Roland Martin and connect with local conservation groups.

### **Grand Opening deals, giveaways and immersive store features**

Grand Opening festivities include something for everyone, with can't-miss deals and exciting features for outdoor enthusiasts of all ages:

- **Bass Pro Shops and Cabela's CLUB Members receive 10 percent off** almost everything April 29 through May 3.
- **Daily customer giveaways** will welcome early arrivals throughout the Grand Opening celebration. The first 100 customers on Wednesday, April 29, will receive a free gift card valued between \$10 and \$500. On Thursday, April 30, YETI Yonder bottles will be given to the first 200 customers, followed by a Bass Pro Shops trucker hat for the first 200 customers on Friday, May 1. On Saturday, May 2, the first 200 customers will receive Johnny Morris Steak Strips.
- Guests of all ages are invited to be among the first to experience the store's **stunning 19,000-gallon aquarium**. Inspired by an Ozarks-cave environment, the signature feature will highlight the natural beauty of the region and will be home to a beautiful 14-pound largemouth bass caught out of DeGray Lake and donated by the

angler, and an impressive 40-pound blue catfish. Fish were sourced from longstanding private fish farms, angler donations and partnerships with the Arkansas Game and Fish Commission.

- Explore the **store's full lineup of industry-leading boat brands**, including TRACKER, NITRO, SUN TRACKER, TRITON, 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 **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 and enjoy family-friendly fun!**



*Celebrities participating in the Grand Opening week include fishing legends (from left), Roland Martin, Jimmy Houston, Lance Thornton and Brian "Pigman" Quaca.*

Special appearances and events throughout Grand Opening week include:

**Wednesday, April 29 | 4 – 7 p.m.**

- **Jimmy Houston**, Two-time Bassmaster Angler of the Year and 2002 Bass Fishing Hall of Fame Inductee
- **Roland Martin**, Nine-time Bassmaster Angler of the Year and Bass Fishing Hall of Fame Inductee
- Visit with local conservation groups

**Thursday, April 30 | 4 – 7 p.m.**

- **Lance Thornton**, World Champion Paralympic Archer
- **Brian "Pigman" Quaca**, Host of "Pigman: The Series" on the Sportsman Channel

**Friday, May 1 | 4 – 7 p.m.**

- Evening cookout for customers and families

**Saturday, May 2 | 11 a.m. – 1 p.m.**

- Kids' activities
- **PAW Patrol characters alongside fishing legend Charlie Evans**

The store will operate under normal business hours throughout Grand Opening week. Store hours are 9 a.m. to 9 p.m. Monday through Saturday, and 10 a.m. to 7 p.m. Sunday.

Visit [basspro.com/fortsmith](https://basspro.com/fortsmith) for all the up-to-date details about the Grand Opening and Day of Conservation celebration.

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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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