



**Bass Pro Shops, North America's premier outdoor and conservation company, announces plans for revolutionary new Outdoor World destination to serve Sayreville, New Jersey**



*The Great American Outdoor Store's newest New Jersey location will be the largest single-level Bass Pro Shops in the country, showcasing an immersive Shipwreck Aquarium experience*

**SAYREVILLE, N.J. (June 19, 2026)** – Bass Pro Shops announced updated plans today for an exciting and groundbreaking new Outdoor World retail destination in Sayreville, New Jersey.

This new 200,000-square-foot Outdoor World location, expected to open this fall, will be the largest single-level Bass Pro Shops location in the United States, conveniently located off the Garden State Parkway near the intersection of Interstate 95 and Interstate 287, within the Riverton retail complex, a 400-acre site along the Raritan River and Raritan Bay.

The store will be anchored by a breathtaking 65,000-gallon Shipwreck Aquarium and 12,000-gallon ray touch pool, along with live jellyfish, an interactive Sketch Aquarium for kids and other immersive exhibits and hands-on learning opportunities.

“We are honored to help create an unforgettable experience for families throughout the Tri-State Region. This location and concept will be unlike anything ever seen in the outdoor retail industry and truly opens a new chapter in the Bass Pro Shops story,” said Johnny Morris, legendary angler, noted conservationist and Bass Pro Shops founder. “To be able to showcase the importance of conservation and help inspire passion for the outdoors with so many families is downright exciting.”



*Bass Pro Shops Outdoor World is much more than a retail destination – the Shipwreck Aquarium will feature unforgettable educational opportunities.*

## Store of the future educating future generations of conservationists

It's about far more than another shopping destination for North America's premier outdoor retailer. The newest Bass Pro Shops Outdoor World location will bring something unlike anything else in the retail landscape, anchored by the expansive Shipwreck Aquarium, designed to transport kids of all ages into an immersive underwater world while highlighting the importance of conservation.

Envisioned as a tribute to the great sporting heritage of the region and a celebration of the sportsmen and women of the Tri-State Region, the store will expand on the signature qualities that define the award-winning Bass Pro Shops shopping 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 experiences that connect people with nature.



## **Showcasing the most beloved boat brands in the world**

In 1978, Johnny Morris revolutionized the marine industry when he introduced the world's first professionally rigged and nationally marketed boat, motor and trailer packages. Since its founding, White River Marine Group has featured brands with a long history of game-changing innovation and quality products.

In addition to a vast assortment of fishing and outdoor gear, the Sayreville Outdoor World location will showcase industry-leading boat brands, including TRACKER, RANGER, NITRO, SUN TRACKER, REGENCY, ASCEND, TAHOE, TRITON, MAKO, HATTERAS and HOBIE, plus the game-changing TRACKER OFF ROAD lineup of ATVs and side-by-sides. Built by Bass Pro's White River Marine Group, the World's Best-Selling Boats are in effect sold factory direct at money-saving prices, with award-winning customer service and factory-backed warranties.



## **Fifty-plus years of providing unforgettable retail experiences**

Since its founding in 1972, 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. Visiting the new Outdoor World in Sayreville will only enhance that sense of experience.

## **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 programs in the local communities and across North America.

At locations throughout North America, customers are invited to “round up” at the register 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**

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 Jersey 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:

- In January 2026, Bass Pro Shops was named “**America’s Most Trusted Outdoor Retailer**” for the fifth consecutive year.
- Newsweek recently recognized Bass Pro Shops as one of “**America’s Most Admired Workplaces.**”
- 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 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 Sayreville location, Bass Pro Shops expects to welcome more than 300 Outfitters passionate about the outdoors and eager to provide customers with genuine friendly expert service.

The company will host a hiring event at the Sheraton Edison on Wednesday, June 24, and Thursday, June 25, from 9 a.m. to 7 p.m. Interested applicants can apply for open positions now at [basspro.com/careers](https://www.basspro.com/careers).