



Bass Pro Shops announces July 22 Grand Opening and Evening for Conservation celebration for new Outdoor World location in Loveland, Colo.

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' sixth Colorado location will deliver outdoor enthusiasts "best-of-the-best" product selection with genuine friendly, expert service and **guaranteed low prices** !*

LOVELAND, Colo. (July 9, 2026) – Bass Pro Shops announced plans today to celebrate the official [Grand Opening](#) of its new location in Loveland, Colo., with an Evening for Conservation open to the public on Wednesday, July 22. The special event will begin with live entertainment at 5 p.m., followed by a ribbon-cutting ceremony and store opening.

The 130,000-square-foot retail destination, located at 5945 Bass Pro Drive just off I-25 and E Crossroads Boulevard, is ready to serve outdoorsmen and women from across Northern Colorado and the Rocky Mountain region while honoring the area's rich sporting heritage. The sixth Bass Pro Shops location in Colorado will offer customers 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.

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 Loveland 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, food samples and more.

Fifteen percent of sales on most items during the Evening for Conservation will be donated to local conservation organizations.

Entertainment and festivities for the Evening for Conservation on July 22 will start 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.

Come meet the legends! Special appearances by legendary anglers, outdoor celebrities and conservation champions



Celebrities attending the Evening for Conservation include (from left): Roland Martin, Jimmy Houston, Edwin Evers, Jim Shockey, Eva Shockey, Nate Zelinsky and Kevin VanDam.

The July 22 Evening for Conservation will feature some of the most iconic figures in the outdoor industry:

- **Roland Martin**, Nine-time Bassmaster Angler of the Year and Bass Fishing Hall of Fame Inductee
- **Jimmy Houston**, Two-time Bassmaster Angler of the Year, 2002 Bass Fishing Hall of Fame Inductee and host of “Jimmy Houston Outdoors”
- **Edwin Evers**, 2016 Bassmaster Classic Champion and 2019 REDCREST Champion
- **Jim and Eva Shockey**, father-daughter outdoor personalities and best-selling authors who have inspired generations of hunters and outdoor enthusiasts through their television work, storytelling and commitment to conservation
- **Nate Zelinsky**, Colorado outdoors expert specializing in fly fishing, ice fishing, conventional tackle and big-game hunting, with more than 26 years of professional experience across the Front Range
- **Kevin VanDam**, 7-time Bassmaster Angler of the Year, 4-time Bassmaster Classic champion, 29 Tour-level wins

Additional special guests will include live fly-casting demonstrations and lessons from members of the **USA Fly Fishing Team**, appearances by **Denver Broncos Cheerleaders** and **Miles the Mascot**.

Following the Grand Opening ceremony, these special guests will be available for meet and greets and autographs, until 8 p.m.

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 in-store July 22 – 26, 2026.
- 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, July 23 through Saturday, July 25.
- Guests of all ages are invited to be among the first to experience the store's **stunning 12,000-gallon aquarium and 3,000-gallon trout stream**. Featuring a mill water feature and hand-painted mural inspired by Colorado's iconic Crystal Mill, the aquarium will be home to more than 100 fish including bass, crappie, sunfish, walleye and carp.
- Explore the **store's full lineup of industry-leading boat brands**, including TRACKER, SUN TRACKER, RANGER, NITRO, 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.

The retail store will officially open following the Evening for Conservation ceremony, then for normal business hours the following day, on July 23. 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.

Visit [basspro.com/loveland](https://www.basspro.com/loveland) for up-to-date details about the Evening for Conservation and Grand Opening festivities.

###

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."

Media Contact:

Bass Pro Communications

press@basspro.com

417-873-4567