



Bass Pro Shops, North America's premier outdoor and conservation company, announces plans for new Outdoor World location in College Station, Texas

New destination retail location will serve outdoor enthusiasts throughout the region with wide assortment of quality gear at low prices, backed by genuine, friendly expert service



SPRINGFIELD, Mo. (Aug. 27, 2026) – Bass Pro Shops announced plans today for a new destination retail location in College Station, Texas, to serve sportsmen and women throughout the region.

The College Station location builds on Bass Pro Shops' longstanding commitment to serving outdoor enthusiasts across Texas and follows recent growth in the state, including newly opened locations in Odessa, Tyler, Spring and Grand Prairie, as well as a planned location in Abilene. With the addition of the College Station and Abilene locations, Bass Pro Shops will have 20 retail destinations across Texas, each offering a wide selection of

quality products at the best prices around, backed by the genuine, friendly expert service that the brand is known for.

“The great state of Texas has long been a special place for Bass Pro Shops, and we're excited to open a new location in College Station,” said Johnny Morris, Bass Pro Shops founder and noted conservationist. “This is a community with a deep appreciation for the outdoors, and we look forward to helping families and friends enjoy everything that makes this part of Texas so special.”

The new 100,000-square-foot Bass Pro Shops retail destination will be situated along State Highway 6, just north of the intersection of William D. Fitch Parkway and adjacent to the future South College Station baseball and softball complex. Subject to all necessary approvals, the store is expected to open in 2028.

Experiential retail destination with immersive outdoor features

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 Texas' rich outdoor traditions, 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.

In addition to providing customers with a vast assortment of the outdoor products they love, a team of talented artists and craftsmen will design the store's localized imagery to emphasize 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.

Johnny Morris founded Bass Pro Shops in 1972, in an 8-square-foot space in his Dad's liquor store in Springfield, Missouri. Since then, it has blazed a new trail in the retail experience for outdoor enthusiasts across North America. 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.

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 each of the company's 183 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.

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 locations in the United States and Canada.

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:

- In January 2026, Newsweek Bass Pro Shops was named "**America's Most Trusted Outdoor Retailer**" for the fifth consecutive year.
- For the fourth consecutive year in 2025, Bass Pro Shops was voted the leading outdoor retailer on Newsweek's "**America's Best Retailers**" list.
- Newsweek recently recognized Bass Pro Shops as one of "**America's Most Admired Workplaces.**"

At the new College Station location, Bass Pro Shops is expected to employ more than 125 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

###

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."

Media Contact:

Bass Pro Communications

press@basspro.com

417-873-4567