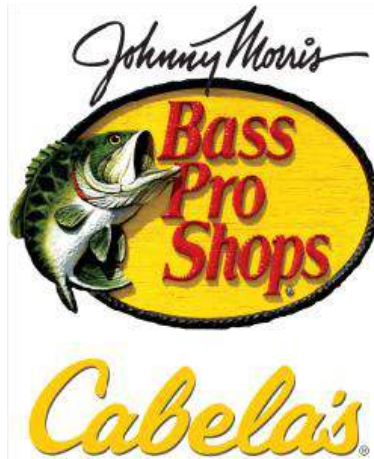




Bass Pro Shops and Cabela's Fall Hunting Classic Sale returns to help hunters save big and gear up for the season



The biggest hunting sale of the year returns, now through Aug. 26, offering big savings, free family-friendly activities and a chance to introduce the next generation to the great outdoors

SPRINGFIELD, Mo. (Aug. 7, 2026) – Bass Pro Shops and Cabela's is helping hunters and their families prepare for the season ahead with the return of the Fall Hunting Classic Sale, the outdoor retailer's biggest hunting sale of the year.

Running now through Aug. 26, the Fall Hunting Classic combines major savings on hunting gear with free family experiences, educational activities and opportunities to celebrate hunting traditions and conservation. Whether you're new to hunting or are a seasoned pro, Bass Pro Shops' team of expert Outfitters is excited to share tips and tricks to help make happy memories with loved ones in the outdoors.

Trade in your old gear to save and support conservation

Bass Pro Shops and Cabela's retail destinations across the United States and Canada will participate in the Fall Hunting Classic trade-in program. Customers can trade in eligible hunting equipment including bows, crossbows, game cameras and hunting boots, and receive **trade-in savings of up to \$200** toward new gear. Following the event, stores will donate collected gear to local organizations to help support outdoor education programs.



Cabela's

SATURDAY, AUGUST 8

FREE YOUTH EVENT & GIVEAWAY

11 A.M.-1 P.M.

FREE RUBBER DUCK
While supplies last

Free in-store events, giveaways and tips from the pros

As part of the Fall Hunting Classic, all Bass Pro Shops and Cabela's locations will host free family-friendly activities, including:

- **Free Rubber Duck Giveaway and Youth Event:** From 11 a.m. to 1 p.m. on Aug. 8, kids are invited to participate in an educational Waterfowl Workshop with special rubber duck giveaway, while supplies last. Young outdoor enthusiasts can also take aim at a free inflatable

archery range, receive a *Hunting Ready* certificate and take home a FREE digital photo to commemorate the experience.

- **Free Can Cooler Giveaway:** The first 200 customers through the door at each retail location on Saturday, Aug. 15 will receive a Fall Hunting Classic can cooler while supplies last, along with a resource guide featuring access to online hunting resources, educational videos and season-planning information.
- **Johnny Morris Steak Strips Sampling:** From 11 a.m. to 1 p.m. Aug. 22 and 23, U.S. customers can enjoy free jerky samples.
- **Learn from the Experts:** Local and national hunting pros and expert Outfitters will be available throughout the Fall Hunting Classic to share advice with hunters of all experience levels. From choosing gear and building confidence in the field to passing along traditions to the next generation, these educational sessions are designed to help sportsmen and women enjoy more successful and memorable days outdoors.

The biggest hunting sale of the year

Outdoor enthusiasts will find savings throughout the store on hunting gear, archery equipment, trail cameras, apparel, footwear and more, including special offers on Bass Pro Shops and Cabela's exclusive brands.

Plus, Bass Pro Shops and Cabela's CLUB Members enjoy exclusive savings on gear while supporting conservation. Customers can join the CLUB in-store or [online](#) to access exclusive deals only available for CLUB Members, and it's free and easy to apply.



Celebrating the next generation of sportsmen and women

As families enjoy the Fall Hunting Classic, they are invited to share their cherished hunting photos for a chance to be featured on the [Johnny Morris Bass Pro Shops Kids' Braggin' Board](#). The online photo board celebrates unforgettable hunting memories and special moments shared in the outdoors, helping families celebrate hunting traditions and inspire the next generation of outdoor enthusiasts. For more details, visit [Kids' Braggin' Board](#).

For more information about Fall Hunting Classic, visit basspro.com/huntingclassic.

#

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

417-873-4567

press@basspro.com