



Bass Pro Shops announces November 11 Grand Opening and Evening for Conservation celebration for revolutionary new Outdoor World location in Sayreville, New Jersey

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' next-generation destination will showcase a "best-of-the-best" product selection, breathtaking Shipwreck Aquarium and the Flemish Cap restaurant and adventure zone

SAYREVILLE, N.J. (October 27, 2026) – Bass Pro Shops announced plans today to celebrate the official Grand Opening of its revolutionary new location in Sayreville, N.J., with an Evening for Conservation open to the public on Wednesday, November 11. The special event will begin with live

entertainment at 5 p.m., followed by a ribbon-cutting ceremony and store opening.

The new 200,000-square-foot Outdoor World destination will be conveniently located off the Garden State Parkway near the intersection of Interstate 95 and Interstate 287 within the Riverton retail complex. Designed to serve families and outdoor enthusiasts throughout the Tri-State Region, the destination combines world-class retail, conservation education and immersive entertainment experiences unlike anything else in retail.



The Shipwreck Aquarium will serve as the centerpiece of Bass Pro Shops' Sayreville location and provide unforgettable educational experiences.

The groundbreaking destination is anchored by a breathtaking 80,000-gallon **Shipwreck Aquarium** and ray touch pool, alongside live jellyfish exhibits and hands-on learning experiences to inspire the next generation of conservationists. Soaring nearly three stories high, the massive cylindrical Shipwreck Aquarium will transport guests into an underwater world teeming with more than 280 fish.

The new Outdoor World destination will also feature **The Flemish Cap**, a one-of-a-kind restaurant and adventure experience inspired by the

mysteries and beauty of the North Atlantic. Designed as an immersive deep-sea environment, the attraction will combine casual family dining, interactive experiences, underwater-themed bowling lanes and arcade games to create memorable adventures for guests of all ages.





The Sayreville Bass Pro Shops will also showcase President George H.W. Bush's personal offshore fishing boat *Fidelity V* as part of a special tribute to our fishing presidents and their role in supporting conservation.

Bass Pro Shops: America's leading Outdoor and Conservation-Focused Company, built on a passion for fishing



*(Left) Bass Pro Shops founder Johnny Morris with his father and true hero, John A. Morris
(Right) Bass Pro Shops' original location in Johnny's dad's liquor store.*

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.

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 families and outdoor enthusiasts from throughout New Jersey and the Tri-State Region 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 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 Nov. 11 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.



Opening this revolutionary new store on Veterans Day carries special meaning for Bass Pro Shops. The company has long supported veterans

and military families, a commitment inspired by the service and sacrifice of founder Johnny Morris' father and true hero, John A. Morris, a decorated World War II veteran who served in the Battle of the Bulge.

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



Celebrities attending the Evening for Conservation include: Top row: Martin Truex Jr., Ott DeFoe, Jimmy Houston; Bottom row: George Poveromo, Brian "Pigman" Quaca and Junie Quaca and Rick Clunn

The Nov. 11 Evening for Conservation will feature some of the most iconic figures in the outdoor industry:

- **Martin Truex Jr.**, NASCAR legend, 2017 NASCAR Cup Series Champion and two-time Champion of the O'Reilly Series
- **Ott DeFoe**, 2021 MLF Bass Pro Tour REDCREST Champion and 2019 Bassmaster Classic Champion
- **Jimmy Houston**, Two-time Bassmaster Angler of the Year, 2002 Bass Fishing Hall of Fame Inductee and host of "Jimmy Houston Outdoors"
- **George Poveromo**, national seminar and television host of "George Poveromo's World of Saltwater Fishing"
- **Brian "Pigman" Quaca and Junie Quaca**, husband and wife, hunters and television hosts of "Pigman: The Series"

- **Rick Clunn**, Four-time Bassmaster Classic Champion and 2022 Bass Fishing Hall of Fame Inductee
- **PAW Patrol characters** also will be onsite alongside fishing legend, Charlie Evans, to meet and take photos with kids and families
- **Plus, many more surprise celebrity appearances!**



PAW Patrol characters and Charlie Evans

Following the Grand Opening ceremony, 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:

- Veterans are invited to stop by the **VIP Veterans Tent** during the Evening for Conservation on Nov. 11, featuring special giveaways and opportunities to honor and celebrate those who served.
- Families and guests of all ages can create happy Christmas memories throughout the holiday season at **Santa's Wonderland**. Starting on Thursday, Nov. 12, families can visit Santa's Wonderland in-store and receive a free 4x6 studio-quality photo with Santa.
- **Bass Pro Shops and Cabela's CLUB Members receive 10 percent off** almost everything in-store Nov. 11-15, 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, Nov. 12 through Saturday, Nov. 14.

- Guests of all ages are invited to be among the first to experience the store's **stunning 80,000-gallon Shipwreck Aquarium** with more than 280 fish, **a ray touch pool** with 5 species of rays **and two jellyfish exhibits**.
- **Explore the store's full lineup of industry-leading boat brands, including TRACKER, SUN TRACKER, MAKO, RANGER, NITRO, REGENCY and TAHOE. Built by Bass Pro Shops' White River Marine Group, the World's Best-Selling Boats are essentially 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 Nov. 12. 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/sayreville for up-to-date details about the Evening for Conservation and Grand Opening festivities.

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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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