



Sportsman's Park Center • 2500 E. Kearney • Springfield, MO 65898

FOR IMMEDIATE RELEASE:

**To Celebrate Its 50th Anniversary Bass Pro Shops Announces the
WORLD'S FISHING FAIR: THE GREATEST FISHING SHOW & SALE ON EARTH!**

Plan Now to Attend, March 30- April 3, 2022.



The Bass Pro Shops National Headquarters—the Granddaddy of all Outdoor Stores and Johnny Morris' Wonders of Wildlife National Museum and Aquarium—to host one-of-a-kind celebration of fishing, conservation, the great outdoors and the company's 50th anniversary

SPRINGFIELD, Mo. (Feb. 21, 2022)—The World's Fishing Fair, an exclusive presentation of Bass Pro Shops, is a one-of-a-kind showcase of fishing, boating, conservation, and the great outdoors. Live from the Bass Pro Shops National Headquarters in Springfield, Missouri—the fishing capital of the world and headwaters of the largest conservation movement that our country has seen in decades—the Fair is headlined by concerts from country

music superstars including such greats as Hank Williams Jr., Luke Bryan, Dierks Bentley, Chris Janson and more to be announced— exhibitions, fishing personalities and unbeatable savings. At its most essential, the Fair is a five-day celebration of fishing—and all of the people, products, stories, places, traditions and experiences that make it so wonderful. Not only is the Fair the greatest fishing show and sale on Earth, but **50% of proceeds from all of the Fair’s event admissions will be donated to support conservation.**

The 2022 World’s Fishing Fair will be the second iteration of the storied event. Building on the success of World’s Fishing Fair in 1988, this **year’s fair is destined to be the largest event in the history of angling.** Concerts for Conservation provide visitors the opportunity to support conservation and have a blast at performances by a world class lineup of country music stars. Joining country music headliners are NASCAR legends, America’s top fishing pros, top outdoor personalities and some of the brightest minds on the conservation landscape.



The World’s Fishing Fair Concerts for Conservation lineup features some of the biggest names in country music.

Exclusive for CLUB Members: Special Financing on Purchases of \$500 or More

One of a Kind Guest Experience. Unprecedented Selection and Prices. \$250,000 in Prizes Over the 5-Day Event, Drawings Held Hourly.

The World's Fishing Fair features an incredible assortment of the newest fishing tackle and boats available at incredibly low Fair pricing. Showcasing over 200 exhibits from more than 150 manufacturers across fishing, boating and outdoor categories, the Fair provides access to see and learn about a greater selection of tackle, products and accessories than any event in the world. Factory representatives and technicians will be on hand to provide first-person instruction and education about the latest innovations in fishing tackle and boating systems—outboard engines, sonar technology, fish finders, audio systems and much, much more.



The first World's Fishing Fair in 1988 drew more than 250,000 anglers from all over the world.

More than just instruction and access, the World's Fishing Fair hosts more than 500,000 square feet of tackle and equipment at incredibly low prices. The event features huge bargain tent sales of factory closeouts and overstock and truckload sales of over \$10 million of tackle priced to sell. The Fair also will showcase a one-of-a-kind lineup of some of America's favorite fishing boats and all-terrain vehicles, with more than 20 new 2022 models

from TRACKER, Ranger, Nitro and others. In effect, the event provides the opportunity for anglers to buy boats factory direct and save on freight!

Beyond the incredible buying opportunities, Fair visitors also can visit the National Bass Fishing Hall of Fame, the International Game Fish Association Hall of Fame, the American Fly Fishing Museum, the Archery Hall of Fame, the NRA National Sporting Arms Museum and of course Johnny Morris' Wonders of Wildlife National Museum & Aquarium. A unique showcase of the leading role played by hunters and anglers in conservation, the Wonders of Wildlife facility has three times been voted "America's Best Aquarium" by USA Today.

The World's Fishing Fair guest experience also boasts a lineup of fishing seminars from top pros and legends of the sport. The seminars alone are like attending a \$500 fishing school. Visitors can round out the experience by watching the World Casting Championships!

An Unparalleled Collection of Fishing Knowledge and Expertise



Legends of bass fishing will be in attendance such as Jimmy Houston, Roland Martin, Johnny Morris, Kevin VanDam, and Bill Dance.

The World Fishing Fair uniquely celebrates fishing's past and present. Legends of the sport such as Bill Dance, Roland Martin, Jimmy Houston and Rick Clunn are joined by some of today's top bass fishing pros like Kevin

VanDam, Edwin Evers, Skeet Reese and many others. The lineup of seminars offers visitors the opportunity to gain firsthand fishing knowledge from some of the best to ever do it.

Joining fishing legends are some of the brightest minds on the conservation landscape. Leaders from some of the world's finest conservation organizations will be on hand to share perspective on the importance of their work—and how you can help. Proceeds from general and concert admissions will be donated to conservation, advancing the world-changing missions of some of the most impactful organizations in the country. The Fair will also feature Turkey Days, an exhibit composed of a select group of turkey hunting vendors.

Rounding out the experience, some of the best writers and journalists in the outdoor space will be in attendance. By showcasing the intersection of fishing, lifestyle and conservation, the World's Fishing Fair heightens the profile of giving back and being connected to the great outdoors.

Raising the Profile of Conservation

In many ways, the first World's Fishing Fair in 1988 put Bass Pro Shops on the map. In the months following the event, Bass Pro Shops began receiving guests from all 50 states every 30 days. The second iteration of the World's Fishing Fair builds on the company's tradition of innovation in leadership— in the outdoor retail space and in its approach to conservation.

As Bass Pro Shops commemorates the 50th anniversary of its founding, its commitment to conservation has touched nearly every corner of North America. The World's Fishing Fair, with its lineup of Concerts for Conservation and donation of admissions and event proceeds to support conservation, reinforces Bass Pro Shops' commitment to transforming how people and companies relate to conservation. For the past decade, the

company has invested an average of 10% of its annual earnings into support for conservation.

**WE ARE PROUD TO STAND BESIDE YOU TO SUPPORT
NORTH AMERICA'S PROUD HERITAGE OF CONSERVATION**
WE TAKE OUR OBLIGATION TO SUPPORT CONSERVATION SERIOUSLY.



**FOR THE PAST DECADE, WE HAVE AVERAGED
GIVING BACK MORE THAN 10% OF OUR
EARNINGS TO SUPPORT CONSERVATION!**

Did you know??? Bass Pro Shops and Cabela's, with your help, are . . .

Ducks Unlimited's largest lifetime industry donor	Rocky Mountain Elk Foundation's highest honor
National Wild Turkey Federation's largest lifetime donor	National Wildlife Federation's highest honor
Congressional Sportsmen's Foundation's largest lifetime donor	Awarded the National Audubon Society's, "The Audubon Medal," this award is one of conservation's highest honors
Safari Club International Foundation's largest industry donor	Teddy Roosevelt Conservation Award
International Game Fish Association's largest industry donor	Plus many other awards from more than 25 leading conservation organizations.

Bass Pro Shops is the largest lifetime industry donor in the history of Ducks Unlimited, the National Wild Turkey Federation, the International Gamefish Association and many other groups. The World's Fishing Fair reinforces this conservation leadership by raising the profile of natural resources and providing an exciting, entertaining vehicle through which to support conservation while partaking in a once-in-a-lifetime fishing experience. That conservation shares the headline with legends of country music and NASCAR is exciting—for the future of fish and wildlife and for anyone who loves fishing and the great outdoors.

For more information on the World's Fishing Fair and the latest schedule of activities, please visit basspro.com/fishingfair. Schedule for seminars and lodging information to be updated as the date nears.

CLICK HERE



**TO WATCH INCREDIBLE HIGHLIGHTS OF
THE ORIGINAL 1988 WORLD'S FISHING FAIR**