



## News Release

*Sportsman's Park Center*  
2500 East Kearney - Springfield, MO 65898  
417-873-5000  
*Web site: [www.basspro.com](http://www.basspro.com)*

---

**For Immediate Release**

**Contact: Katie Mitchell (417) 873-5618**  
**Larry Whiteley (417) 873-5022**

### **GROUNDBREAKING CEREMONY SIGNALS CONSTRUCTION HAS BEGUN FOR BASS PRO SHOPS—HANOVER COUNTY**

**Hanover County, Virginia (January 10, 2008)--** Bass Pro Shops representatives, Holladay Properties developers and Hanover County officials held a groundbreaking ceremony, Thursday, January 10th to mark the official beginning of construction on the Bass Pro Shops retail store in Hanover County, near Richmond.

Bass Pro Shops will be the anchor to Winding Brook, a planned 186-acre destination retail project being developed by Holladay Properties at the intersection of I-95 and Lewistown Road in Hanover County. Interstate 95 is the nation's most heavily traveled interstate and the longest north-south interstate connecting with many major metropolitan areas along the East Coast. The 150,000 square-foot Bass Pro Shops Outdoor World store,

expected to draw 3 million visitors per year, is planned to open in late fall 2008.

Officials attending the groundbreaking included Aubrey M. ‘Bucky’ Stanley, Jr., Chairman of the Hanover County Board of Supervisors, John E. Gordon, Jr., Member of the Hanover County Board of Supervisors representing the South Anna district, Cecil R. ‘Rhu’ Harris, Jr., Hanover County Administrator, Mark Weiss, Director of Economic Development for Hanover County, John Phair, CEO of Holladay Properties Inc., and Martin Mac Donald, Bass Pro Shops Director of Conservation and other county elected officials and invited guests.

“We at Holladay Properties are excited for this fun-filled destination retailer, Bass Pro Shops, to open at Winding Brook this fall. It will serve as a landmark tenant for our development and the overall commercial development of Hanover County,” said Holladay Properties’ Senior VP, Kay Pangraze.

Bass Pro Shops is a perfect fit for the Winding Brook project as both were carefully designed with environmentally minded locals and visitors in mind. Both entities offer something for every outdoor devotee. A 40-acre park within the development features a natural flowing brook and rolling hills. Paths for hiking abound as well as biking, fishing, archery and bird-watching opportunities. An aquarium is slated for the development as well, featuring thousands of unique aquatic creatures from mid-Atlantic fresh and salt waters to exotics from around the world providing an exciting interactive and educational venue for the whole family.

Regarded as part museum, part art gallery, part education, conservation and entertainment center, the Hanover County Bass Pro Shops store will offer some of the same signature features of other Bass Pro Shops Outdoor World stores. However, as typical in stores in other geographic locations, this newest Bass Pro Shops Outdoor World, their second in Virginia, will be uniquely designed to pick up the local flavor of the area’s outdoor heritage and include state record fish and wildlife exhibits and historical pictures and artifacts from local hunters and fishermen.

The store will feature a Virginia mountains and hill theme and offer a uniquely designed 25,000-gallon aquarium which will showcase native fish

Virginia sportsmen and women love to catch, an expansive boat showroom with 4 service bays, and museum-quality wildlife mounts and dioramas.

The 11,000 square-foot Islamorada (pronounced ‘eye-lah-mah-rah-dah’) Fish Company Restaurant will be capable of seating 300 people and will feature a large 8,000 gallon saltwater aquarium. Menu selections include a wide variety of fresh seafood entrees sure to tempt any taste bud. A concept born in the late forties in the Keys as a marina snack bar, it has grown over time into a first-class restaurant offering fresh fish, shellfish, smoked meats and wild game, rotisserie broiled fowl, great steaks, appetizers and mouth-watering desserts. Diners can enjoy recipes and a relaxing way of life normally found only in the Florida Keys.

“We are excited about bringing Bass Pro Shops to Hanover County and pleased to be a part of this major new development,” said Bass Pro Shops President Jim Hagale. “We believe this highly visible and accessible location will allow us to better serve our many customers and the many outdoor enthusiasts that visit and live in this beautiful area of the country.”

Bass Pro Shops visitors will be able to purchase most everything they need while visiting and enjoying the outdoor opportunities in the Hanover County and Richmond area by shopping selections of fishing, hunting, camping and marine items, visiting clothing, gift and footwear departments. The store will also feature a 9,000-square foot boat showroom featuring Tracker, Nitro, Tahoe and Mako boats all built by Tracker Marine Group—the world’s largest manufacturer of fishing boats.

Recognized many times for their conservation efforts and outdoor education programs, Bass Pro Shops will staff approximately 250-300 associates from the area that have a passion for the outdoors so customers will be assured of getting local skilled, knowledgeable assistance with product selections and questions. The store will also offer free Outdoor Skills Workshops for adults, kids and families that will help maximize outdoor fun by teaching new skills and improving existing ones.

“Our company has won more awards for our conservation efforts than any other outdoor retailer in America,” commented Director of Conservation for Bass Pro Shops Martin Mac Donald. “Bass Pro Shops’ commitment to environmental stewardship will be evident in every aspect of the Hanover County site design to the interior of the store and especially in our

community involvement where we will work with local conservation efforts to help preserve our outdoor traditions for future generations.”

Long recognized as a ‘green company’, Bass Pro Shops commitment to the environment can be seen through their store construction and many recycling programs. As an example, the store uses re-claimed timber and metals in construction. Most recently, old snow fencing from Wyoming was used as an exterior for the new store in Foxborough, Massachusetts. More than 3,700 tons of cardboard are recycled each year and this ‘Cardboard for Conservation’ program generates more than \$110,000 a year to fund conservations initiatives. Their scrap metal program generates over \$60,000 a year to fund more conservation programs. All of their aquariums are closed systems meaning they re-circulate water through the filtration systems. Other efforts include the sponsorship of Explorer Scout Conservation Posts as well as an annual Christmas tree recycle program that provides fish habitat for area lakes.

### **About Bass Pro Shops:**

Award-winning for their store concept and design, Bass Pro Shops is headquartered in Springfield, Missouri, and was recently named the #1 outdoor retailer in America by *Sporting Goods Business Magazine*. Some 90 million people visit the stores annually. Widely recognized for their efforts in conservation and outdoor education, Bass Pro Shops stores also offer Outdoor Skills Workshops for adults, kids and families. Headquartered in Springfield, Missouri, Bass Pro Shops currently has 47 retail locations in 26 states and Canada. In addition, Bass Pro Shops also provides products and services for thousands of independent dealers world wide through its subsidiary company, American Rod & Gun.

For more information regarding Bass Pro Shops store locations, products or special events, please visit [www.basspro.com](http://www.basspro.com). To request a free catalog call 1-800-BASS PRO.

### **About Holladay Properties:**

Holladay Properties, Inc. is one of the largest privately held developers, design/build firms, and fully integrated real estate companies in the eastern

half of the United States. Holladay Properties has developed over \$1 billion in real estate and has been in business for over 52 years. Holladay, with offices in Richmond VA, Cincinnati OH, Nashville TN, and Indianapolis, Portage and South Bend, IN has an aggressive retail expansion plan with six new projects planned over the next four years.

For information about the Winding Brook development, please visit Holladay Properties website, [www.holladayretail.com](http://www.holladayretail.com).

--end--