

BASS PRO SHOPS IS FOR LOVERS OF ALL THINGS OUTDOORS

Hanover County, Virginia (September 8, 2008) –A popular tourism slogan claims that ‘Virginia is for Lovers’ and now, Virginia lovers of all things outdoors will have a new passion to enjoy with the latest Bass Pro Shops store to open in the state. The newest Bass Pro Shops Outdoor World will open in Hanover County (near Richmond), Virginia, Thursday, October 2nd. Set amongst the picturesque and historical landscape that is the Commonwealth of Virginia, the 150,000-square-foot store is the signature tenant for the new 186-acre Winding Brook development project located at the intersection of I-95 and Lewistown Road in Hanover County.

While you’ll find a huge selection of outdoor gear, Bass Pro Shops stores are also part museum, art gallery, antique store, aquarium, education, conservation and entertainment center. The Grand Opening is set for Thursday, October 2nd but a special “**Evening for Conservation**” to help benefit area conservation groups will be held on **Wednesday night, October 1st** beginning at 6 PM. This exciting, celebrity-packed event is free and open to the public.

The entire store is a tribute to the vast diversity of the Virginia landscape, its history and the culture of its people and, like other Bass Pro Shops Outdoor World stores, takes on the flavor and atmosphere of the region in which it is located. Using more than 3,500 area artifacts, antiques, pictures, mounts and memorabilia, the store becomes a living museum of Virginia’s hunting, fishing, camping and other outdoor legacies.

Hand-painted murals from renowned artists depict scenes of the Virginia countryside from the Appalachian Trail and the Blue Ridge Parkway, to the James and Chickahominy Rivers to the Shenandoah Valley and Chesapeake shores. Smoky-blue mountains, verdant lush forests, pristine beaches and old mills and tobacco barns are all beautifully replicated by artists’ brushes. State and record wildlife mounts are displayed alongside local period prints depicting early Virginians enjoying sporting adventures.



Massive log and rock work frame the Grand Entrance and protects visitors from inclement weather. Inside, rustic wood floors, antique pine wall finishes, and vaulted post and beam construction ceiling make up the front lobby which resembles one of Virginia's many picturesque mills. A fire crackles in the large stone fireplace complete with a handcrafted metal screen depicting a fly fisherman in the midst of landing a trout breaking the water. A Virginia grist mill rests on top of the Customer Service counter while an old log cabin sits atop one of the dressing room areas.

Giant, exquisitely crafted outdoor themed chandeliers, made by Bass Pro Shops' own artisans, hang throughout the store.



Elk, deer, raccoon, rabbit, turkey, bobcat and bear tracks are imprinted in the concrete floor. Bear, deer, mountain lion and other wildlife in natural and action settings are set amidst boulders on top of the 24,000 gallon fresh water aquarium.

A natural bridge crosses the clerestory midway to the aquarium which is surrounded by a cave structure. The

aquarium will be stocked with more than 400 fish native to the area including largemouth bass, striped bass, brook trout, catfish, gar, muskie, Northern Pike, crappie and perch. Two elevators rise up from either side of the aquarium offering riders a bird's-eye view of the multi-story waterfall. Other water features include a 4,500-gallon touch pool and a 12,000-gallon saltwater aquarium is located in the restaurant.

Other museum quality wildlife exhibits and dioramas are seen throughout the entire store. At any moment visitors could expect to come upon a covey of quail being flushed from grasslands or a sentinel of turkeys standing guard in a thicket. Bull elks are captured in poses depicting them bugling for their mates near the water feature on the lower level. A feature diorama on the second floor of the store is comprised of a Black Bear and white tail deer running down a hillside. Various waterfowl, Eastern Turkey and eagles may be seen flying and roosting throughout the clerestory.

Special displays in the store include a pictorial and memorial tribute to outdoor writer Bob Gooch who was known as the "Dean of Virginia Outdoor Writers." Well-known to Virginians for his guides and maps to the outdoors, Bob was a passionate outdoorsman who authored 20 books and some 2000 magazine articles. He also wrote a syndicated column, "Virginia Afield," for 40 years which appeared in 25 newspapers across the state.

Bass Pro Shops' dedication to detail is evident wherever you look as their own artisans work with local craftspeople to create a visual style unique to that store, including handcrafted ornate metal fire screen doors, iron railings, sconces and more.

But the attention to detail doesn't stop with store design and imagery elements. The same consideration is given to merchandise selection. Visitors will have the area's largest array of freshwater and saltwater rods, reels and fishing accessories to choose from, all hand-picked and specially selected for the area.

The White River Fly Shop, featuring antique and collectible fly fishing memorabilia, has a vast selection of the latest in fly fishing gear. Experts will continue the art of hand-tying flies on site and assist customers in making the perfect selection.



The attention to detail continues to be evident in the hunting department where cabinets are adorned with hand-carved animals. Customers will find an equally impressive array of hunting clothing and gear. The archery department offers a bow set-up shop and a 25-yard archery range that is perfect for testing new bows or sharpening necessary archery skills.

More than a hunting and fishing store, visitors will also find items perfect for camping, hiking, outdoor cooking, bird watching or whatever your outdoor pleasures may be. A gift and nature center offers a variety of items from artwork to lamps, to bird feeders and furniture, to home decorating items and gifts for the holidays. Cooking accessories include cookbooks, spices, grills and jerky making items.

The store also features a General Store and a Fudge Shop. Visitors can hearken to an earlier day while they wander through the General Store themed just like an old country store their parents and grandparents probably shopped for their general goods. A large collection of foods and gift items are available for country, outdoor and lodge living as well as some of the best homemade fudge around.

A wide selection of men's and women's footwear and apparel, featuring popular brands including Columbia, North Face, Woolrich, Bob Timberlake, World Wide Sportsman and RedHead are also available. A NASCAR® department offers racing clothing, caps and memorabilia for your favorite drivers as well as a NASCAR® simulator so kids can experience what its like to be behind the wheel of a race car.

Kids of all ages will enjoy the laser arcade themed as a Virginia tobacco field and an old cabin. The arcade features 56 animated targets. Over-run with wild 'critters', it seems a group of them are sitting near the front porch of the cabin for a good, old-fashioned jam session complete with dulcimer, washboard and washtub bass. A still, wagon and hogshead (an old-time piece of equipment used for transporting tobacco) complete the diorama.

The Bass Pro Shops Outdoor World in Hanover County will also include a Conservation Room celebrating local conservation groups. A Bass Pro Shops hallmark, the company's dedication to conservation is apparent through the many groups and organizations whose ongoing efforts and continuing outdoor education they support.

"The people of our company believe very strongly that the future of our industry, the sports we serve, and the sports we personally enjoy are absolutely more dependent upon how we manage our natural resources than anything else," says Bass Pro Shops founder Johnny Morris. "It is far more important than any catalog we mail, any new store we open, or any new product our vendor creates." The room will accommodate 100 people for various civic, educational or conservation functions.

The store will also house the 10,000-square-foot Islamorada Fish Company restaurant that will enable Virginians to experience the relaxed dining atmosphere and menu selections of an ocean-front restaurant in the Florida Keys. It will be capable of seating 166 guests inside and will offer patio dining to seat 40 guests outside. A 12,000-gallon saltwater aquarium will be home to scores of colorful, tropical fish. Menu selections include a wide variety of fresh seafood entrees, pasta and steaks, local favorites as well as appetizers and desserts sure to tempt any taste bud.

A marine and boat center displays a full range of boats from Tracker Marine--the world's largest manufacturer of fishing boats. From big water boats to small fishing boats, canoeing and even kayaking, customers will find exactly what they need to have fun on the water with selections from Tracker, Nitro, Tahoe, Sun Tracker, Mako and more. An on-site, state-of-the-art boat service center with 4 service bays will also be available for customers' convenience for boat rigging.

Bass Pro Shops Outdoor World has hired associates from the Hanover County and surrounding Richmond area that have a passion for the outdoors so customers will be assured of getting local skilled, knowledgeable assistance with questions and selections. 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.

About Bass Pro Shops:

Bass Pro Shops, also a major catalog and Internet retailer, is headquartered in Springfield, MO. They currently have 51 other locations across the United States and Canada that attract more than 100 million visitors a year. In addition, Bass Pro Shops 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. To request a free Bass Pro Shops catalog call 1-800-BASS PRO.

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NOTE: *Period print courtesy of Ronnie Altizer*