

B.A.S.S. announces return of Bassmaster Classic Outdoors Expo presented by GSM Outdoors

BIRMINGHAM, Ala. March 4, 2025— B.A.S.S. announced today that GSM Outdoors will again be partnering with the worldwide authority on bass fishing to present the 2025 Bassmaster Classic Outdoors Expo to be held in conjunction with the 2025 Bass Pro Shops Bassmaster Classic presented by Under Armour March 21-23 in Fort Worth, Texas, with competition to be held on Lake Ray Roberts. Recognized as fishing's biggest consumer show, the Bassmaster Classic Outdoors Expo presented by GSM Outdoors annually draws more than 200 exhibitors from around the world.



"Of all the events and promotions that we have been part of since the inception of the fishing division of GSM Outdoors, there's no doubt that our sponsorship of the Bassmaster Classic Outdoors Expo gives us the greatest return on investment," said Senior Vice President of GSM Fishing Crispin Powley. "Being able to interact face to face with the greatest fans on earth at the biggest stage our sport has ever known is invaluable to our efforts of promoting our brands."

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"We are excited to continue this partnership with GSM Outdoors," said B.A.S.S. Chief Operating Officer Phillip Johnson. "GSM Outdoors' family of brands are a big part of the outdoor lifestyle our fans live daily, and we couldn't be more thrilled to have them and thousands of fans join us to celebrate the greatest week in professional bass fishing."

The Bassmaster Classic is sport-fishing's most iconic event, and fans were paying attention at the 2024 Bassmaster Classic in Tulsa, Okla. The world championship of bass fishing exploded on social media, setting records for impressions (22 million), video views (6.5 million) and engagements (2.2 million). Fans

also streamed 28 million minutes of content across Bassmaster LIVE digital platforms, and live coverage on FOX and FS1 reached 3.8 million viewers across the two days of coverage on those networks. Alongside those massive digital numbers, over 47,000 fans attended Classic Week festivities, with most making a stop at the Outdoors Expo. About GSM Outdoors Few American outdoor companies enjoy a mutually respected relationship with their customers that span over five generations. GSM Outdoors is among those few! For over 70 years, the GSM family of brands has been helping passionate hunters, shooters, knife enthusiasts and anglers succeed through innovation and the manufacture of high-quality, reliable products that continue to prove themselves in the field, on the range and on the water. GSM Outdoors continues to leverage the latest technology and provide customers with the best products

on the market. Tradition, heritage and loyalty to outdoor enthusiasts of generations past and generations to come ... that's the GSM Outdoors guarantee!

About B.A.S.S. B.A.S.S., which encompasses the Bassmaster tournament leagues, events and media platforms, is the worldwide authority on bass fishing and keeper of the culture of the sport, providing cutting-edge content on bass fishing whenever, wherever and however bass fishing fans want to use it. Headquartered in Birmingham, Ala., the organization's fully integrated media platforms include the industry's leading magazines (Bassmaster and B.A.S.S. Times), website (Bassmaster.com), TV show, radio show, social media programs and events. For more than 50 years, B.A.S.S. has been dedicated to access, conservation and youth fishing. The Bassmaster Tournament

Trail includes the most prestigious events at each level of competition, including the Bassmaster Elite Series, St. Croix Bassmaster Opens Series presented by SEVIIN, Mercury B.A.S.S. Nation Qualifier Series presented by Lowrance, Strike King Bassmaster College Series presented by Bass Pro Shops, Strike King Bassmaster High School Series, Bassmaster Junior Series, Bassmaster Team Championship, Newport Bassmaster Kayak Series presented by Native Watercraft, Bassmaster College Kayak Series, Yamaha Bassmaster Redfish Cup Championship presented by Skeeter and the ultimate celebration of competitive fishing, the Bass Pro Shops Bassmaster Classic presented by Under Armour.

Connect with #Bassmaster on Facebook, Instagram, Twitter and TikTok.

Schmidt takes gold, two relay teams break school records at AAC Indoors

BIRMINGHAM, Ala. — Memphis thrower Sascha Salesius Schmidt took gold at the AAC Indoor Championships on Saturday afternoon, leading the men to a fifth-place finish behind an 18.20-meter throw.

The Tigers will begin outdoor season in Memphis at the Rhodes Invitational on March 14-15.

The junior from Germany picked up his second conference shot put victory, having won gold at the Outdoor Championships last season. He finished third at last season's Indoor Championships.

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his gold medal performance. Anytime you can win an individual title at this level, it's impressive. To do so multiple times is even more impressive. My intent, and his, is to not stop with this one," said head coach Kevin Robinson. "Poorna had an incredible competition in the women's shot put, and Courtland had a very, very impressive championship performance across the board. Really excited to get him rolling outdoors."

Other headlines from the Tigers' first postseason meet include the men's distance medley team of Robert Arnold, Brandon Bonus, Danny Raymond and Vincent Chenier placing third breaking an eight-year school record with a time of 9:51.25. Dejana Simpson, Ivory Davis, Kameron Scille and Gabrielle Cross also broke their own school record from earlier this season in the women's 4x400-meter relay with a time of 3:38.75 to place third. Poorna Raorane (women's shot put) and Bryce Ravenell (men's high jump) each took silvers; Riley Simmons took third in the women's weight throw with a career-best 12.93-meter throw as the women finished eighth. Courtland Noble posted impressive PRs in the men's 200-meter (21.07) and 400-meter (47.12) to finish fourth and fifth, respectively.



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Bass Pro Shops gears up for spring and family fun in world of fishing season with classic spring sale

Spring Classic Fishing Sale Offers Best savings and Family Fun at Bass Pro Shops and Cabela's

The biggest fishing sale of the year offers anglers big bargains, free family friendly events and an opportunity to support conservation efforts

Bass Pro Shops and Cabela's is gearing up for one of the most exciting times of the year – the spring fishing season – with the largest nationwide sale of the year, the 2025 Spring Classic Fishing Sale.

This annual event runs from March 6 through March 26, and is a free celebration of the great sport of fishing for anglers and families of all experience and skill levels.

Rod and reel trade-ins for a great cause and big savings

Every Bass Pro Shops and Cabela's retail destination across the United States is participating in this 20-day event, inviting customers to trade in used fishing gear for big savings. Customers can trade in used rods and reels, in good working order, to receive trade-in savings of up to \$100 toward the purchase of a new rod and reel.

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The refurbished fishing equipment will be donated to local youth nonprofit organizations in an effort to get more kids outdoors and enjoying the great sport of fishing. Since the program's inception in 2015, Bass Pro Shops and Cabela's, along-

side the generous support of customers everywhere, has donated nearly 500,000 rods, reels and fishing gear to youth-focused nonprofit organizations.

This equipment has given countless children the ability to discover fishing and has taught the next generation of anglers to enjoy, love and conserve the great outdoors.

The biggest national fishing sale of the year

During the Spring Classic Fishing Sale, customers can save on fishing tackle, rods and reels, boats and kayaks, the latest in marine technology and more. Some of the hottest deals include:

Johnny Morris Carbonlite Combos are the Choice of America's Fishing Champions. Reel in big-time savings, of \$60 (\$80 for CLUB Members) on the Spinning Combos and \$80 (\$100 for CLUB Members) on the Baitcast or Tech Baitcast Combos.

All new for 2025, the Bass Pro Shops XPS Forward Facing Sonar XPS Minnow Baits and Jig Heads are 33% off.

Bass Pro Shops XPS Pliers are new for 2025, starting at \$29.99 (\$21.98 for CLUB Members). A great value on the new Bass Pro Shops Deluxe Fishing Vest, specially priced at \$59.99 (\$49.99 for CLUB Members).

The World Wide Sportsman 3D Cool Sublimated Casting Shirt for Men and 3D Cool Angler Crew for Ladies, priced at \$25.98 (25% off). These shirts have cooling minerals and fabric that stays cool as you fish, active wicking that moves sweat and spray away from your body, and rapid drying that keeps you feeling fresher. The best deals of the year on boats!

Going on now through March 26, Bass Pro Shops and Cabela's Boating Centers are offering amazing value on boats to help get anglers and families out on the water. Customers can take advantage of the following deals:

Returning for 2025 is the Johnny Morris Kids' Braggins' Board, where anglers of all ages are encouraged to show off their favorite kid's fishin' photos, for a chance to be featured in Bass Pro Shops catalogs and on social media.

Own a brand new 2025 BASS TRACKER Classic XL for only \$5 per day*

Model Year-End Clearance on thousands of 2024 and prior units in inventory, with discounts up to \$20,000!

Receive a Bass Pro Shops Gift Card up to \$2,000 in value with the purchase of select new boats for a limited time;

Receive a Bass Pro Shops Gift Card up to \$2,000 in value, plus a free boat cover on select Nitro, Ranger and Triton fiberglass models.

Extra savings offered to CLUB Members

As an exclusive offer for Bass Pro Shops and Cabela's CLUB Members during the Spring Classic Fishing Sale, customers who spend more than \$500 will receive special financing for 12 months. As part of the outdoor industry's premier loyalty program, CLUB Members will receive exclusive discounts on some of the season's hottest fishing gear.

For details and more information about the Bass Pro Shops and Cabela's CLUB, visit basspro.com/CLUB.

Free seminars and family events

The 20-day event also offers opportunities for customers to learn about the latest fishing gear and techniques, specific to each location and region, with free in-store seminars. Local pro anglers, along with Bass Pro Shops and Cabela's expert Outfitters, will host educational sessions on the best equipment, newest innovations and tips and tricks on the

local waters so customers can get the most out of their time outdoors and on the water.

Plus, select stores will host top fishing pros and legends for Meet-and-Greet events throughout the month of March. To see the full lineup of professional anglers and their store locations, visit basspro.com/b/fishing-classic-schedule.

To see a complete list of in-store seminars, visit basspro.com/stores and select your location.

Family fun: A Bass Pro Shops tradition

Bass Pro Shops founder and legendary angler Johnny Morris often says, "Take a kid fishin'", and you'll be happy you did!" and this year during Kids' Weekend on March 22-23, Bass Pro Shops and Cabela's destinations will offer a wide variety of free activities focused on teaching youngsters how to fish.

These activities range from kids' catch-and-release ponds, casting challenges, crafts and games,

with free photo downloads, backyard bass casting games and fishing lure crafts.

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Build Your Dream Boat Giveaway

An exciting new addition to the Spring Classic Fishing Sale lineup, users will have the opportunity to design the boat of their dreams from start to finish, with the chance of turning that dream into reality. Whether the goal is endless fishing trips, family fun on the water or solo expeditions, this dream boat is just one entry away.

This giveaway runs through April 15 and can be entered by visiting basspro.com/dreamboat-giveaway.

For trade-in program details, event times and details, and information on qualifying offers, visit basspro.com/fishingclassic.

Email sports news and to MSTsports@prodigy.net

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