

June 29, 2011

Cabela's Donates Camping Gear to Help Rebuild Arizona Outdoor Adventures Camp Destroyed by Wallow Fire

GLENDALE, Ariz. – Cabela's Glendale donated several Cabela's Alaskan Guide Tents and other assorted camping gear to Arizona Outdoor Adventures in an effort to help rebuild a high-mountain youth camp destroyed by the Wallow Fire.

Arizona Outdoor Adventures has hosted inner-city youth groups at the camp for more than 10 years. But last week the nonprofit group's founder, Dan Priest, discovered the entire camp was a loss after a wildfire swept through. When he finally made it to the area, there was no sign of most of the outdoor gear. Only metal tent frames remained.

In light of these devastating events, Cabela's is offering a discount July 22-24 to customers interested in purchasing camping gear to donate to Arizona Outdoor Adventures. Representatives from the group will be at the store from 10 a.m. to 3 p.m. each day to collect these donations. An Arizona Outdoor Adventures wish list is available in store or online at <http://www.azoutdooradventures.org/wishlist>.

Cabela's Glendale is located at 9380 W. Glendale Avenue, just off the Loop 101. For more information, call (623) 872-6761.

About Arizona Outdoor Adventures

The mission of Arizona Outdoor Adventures is to affirm, enrich and positively impact children through the outdoors and all its associated activities. For over 10 years AOA has been serving children ages 9-14 who have never had the opportunity to experience the peace and quiet of nature, but often spend the long, hot summer in the city where idleness and boredom can lead to destructive choices. AOA provides tent camps which are situated in the breathtaking back country of Arizona's White Mountains. Activities include fishing, hiking, backpacking, jeep rides, outdoor cooking and horseback riding, to name a few. A series of camps are provided from May through October of each year.

About Cabela's Incorporated

Cabela's Incorporated, headquartered in Sidney, Nebraska, is a leading specialty retailer, and the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the Company's founding in 1961, Cabela's has grown to become one of the most well-known outdoor recreation brands in the world, and has long been recognized as the World's Foremost Outfitter. Through Cabela's growing number of retail stores and its well-established direct business, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's also issues the Cabela's CLUB Visa credit card, which serves as its primary customer loyalty rewards program. Cabela's stock trades on the New York Stock Exchange under the symbol "CAB".