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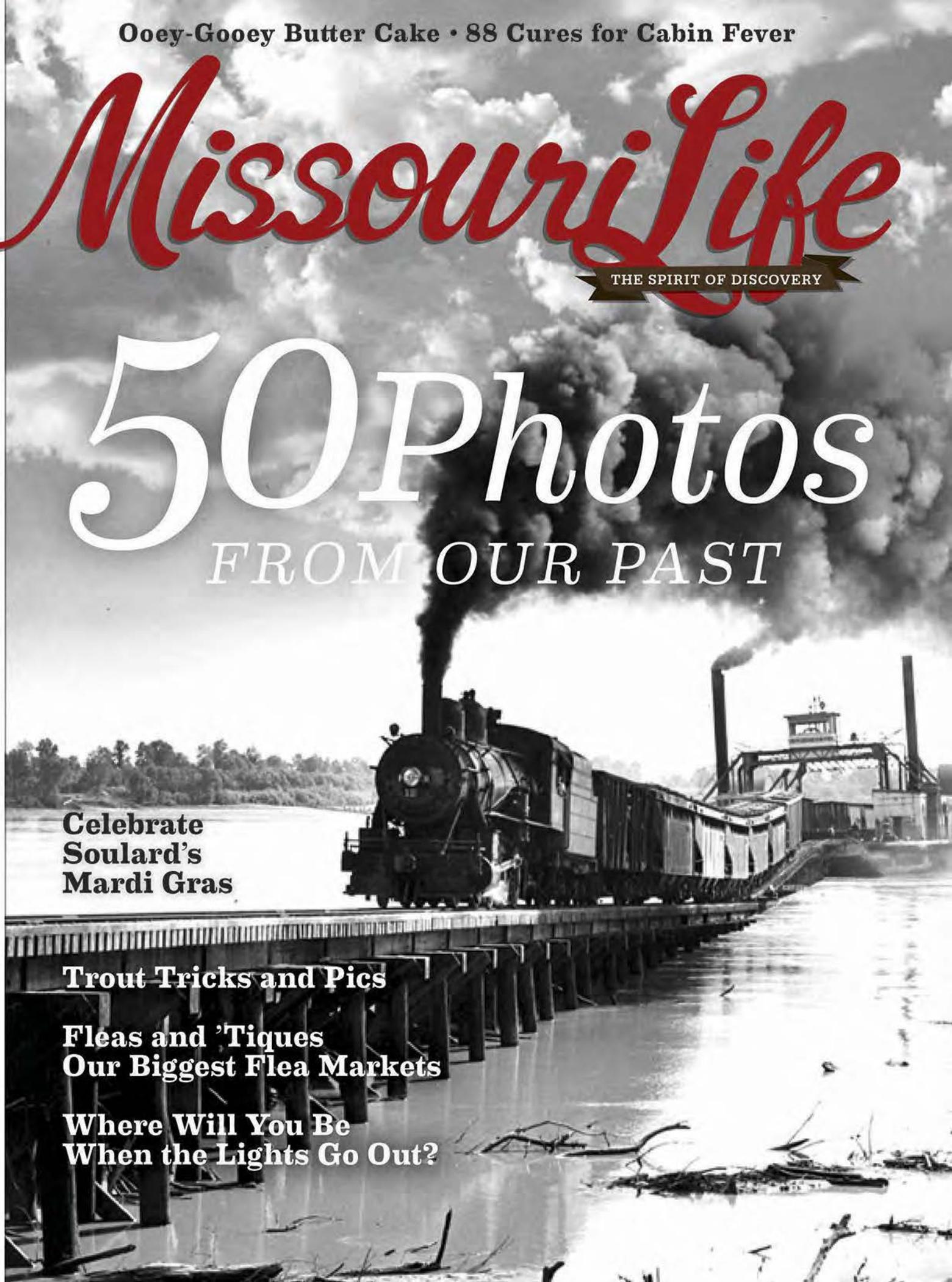
**Celebrate
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L A I S S E Z L E S B O N T E M P S R O U L E R !



FISH STORIES & MANMADE MOUNTAINS

A Legendary Outdoorsman Builds a Rustic Getaway in a Memphis Landmark

Big Cypress Lodge

WHAT DO A THIRTY-TWO-POUND CATFISH, a duck camp, and a pyramid have in common? If you're thinking Bass Pro, you'd be correct.

Big Cypress is the newest complex built by Bass Pro's visionary, Johnny Morris.

An iconic piece of the Memphis skyline since 1991, the Memphis Pyramid—originally the Great American Pyramid and known to locals as simply The Pyramid—had been abandoned since 2004. In 2010, Johnny Morris looked at the property for a potential hotel and retail operation. Johnny and fishing legend Bill Dance were allegedly fishing in the Mississippi River near the property when Johnny told Bill, "If I catch a fish over thirty pounds, I'll do it."

Before the day ended, Johnny caught a thirty-two-pound blue cat and shouted, "Let's do it." The rest is history.

Today, the Bass Pro Pyramid presents visitors with a Memphis/Mississippi River adventure.

Bass Pro Shops at the Pyramid features all

you've come to expect from the Bass Pro name. Hunting and fishing supplies, apparel, boats, ATVs, and even a fudge shop cover the entire first floor of the 535,000-square-foot facility. Turn right to enter the Big Cypress Lodge, or take in the massive fireplace and see the boat—and fish—that started the whole process.

One-hundred-foot cypress trees dominate the interior of the pyramid. Fish, ducks, and alligators occupy the pools of water, while animal mounts of all shapes, sizes, and species populate the landscapes.

Big Cypress Lodge extends across the second and third floors of The Pyramid, with a blend of rustic appointments and luxury accommodations. The lodge has more than one hundred rooms, with a full Duck Lodge and Governor's Suite for families or large groups. Interior rooms offer back porches that overlook the retail store and the largest free-standing elevator in the United States.

When not relaxing in the lodge, visitors can



The Bass Pro Pyramid

have lunch or bowl a few frames in Uncle Buck's Fish Bowl, explore the Ducks Unlimited Waterfowling Heritage Museum, or take the elevator to the Lookout at the Pyramid, a full-service restaurant and bar located on the top level, where you can enjoy Southern-style comfort dishes and panoramic views of the Mississippi River and Memphis skyline.

This isn't a day trip; this is a weekend getaway.

And you haven't even been down to Beale Street yet. —Scott Eivins

1 Bass Pro Drive • 901-291-8200 • Big-Cypress.com