



Media Contact

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Cabela's Ladies' Day Out Set for October 5

LACEY, WA (September 18, 2013) – Cabela's Lacey will celebrate the growing number of women enjoying the outdoors with **Ladies Day Out**, October 5, 2013 from 9 a.m. to 1 p.m. This bi-annual event encourages ladies to try out the latest outdoor apparel, camping gear, personal firearms and other supplies. The first 100 women to register at the store will receive a free gift and all women who attend and participate in the event will be invited to enjoy the employee discount on all purchases.

With more than 5 million women participating in shooting sports, an increase of 46.5 percent since 2001, this growing demographic will enjoy classes including:

- Bows are for Girls: Intro to Archery
- Ladies Only: Introduction to Handguns
- Conceal Carry Tips and Accessories for Ladies

According to the National Shooting Sports Foundation, new target shooters—those who have taken up the sport in the last five years—are younger, female and urban when compared to established target shooters, or those participating for more than five years.

For women seeking to expand their knowledge and expertise in other areas, such as outdoor cooking, fly tying, orienteering and wilderness survival, classes will include:

- Ladies Guide To River Coho
- Cooking Breakfast Dutch Oven Style

Classes will be taught by local experts and are all free of charge.

Product specialists and industry experts will be on hand to answer questions and provide recommendations while offering suggestions to help ladies make the most of their next outdoor adventure.

"Ladies Day Out is a celebration of women in the outdoors," said Bob Fabbri, general manager. "Cabela's is proud to offer women not only the gear, but also the expert knowledge to pursue their outdoor passions."

For a complete schedule of Ladies Day Out events, call 360-252-3535. Cabela's Lacey is located at 1600 Gateway Blvd. NE Lacey, WA 98516. For additional information or to shop online, visit www.Cabelas.com.

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, its well-established direct business, and its recent expansion into Canada, it offers a wide and distinctive selection of high-quality outdoor products at competitive prices while providing superior customer service. Cabela's stock is traded on the New York Stock Exchange under the symbol "CAB".

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All donation/sponsorship requests must now be submitted at least 60 days prior to an event through Cabela's online request site at <http://information.cabelas.com/support>

Cabela's

LADIES' DAY OUT

Women
IN LEADERSHIP

OCT. 5

FREE SEMINARS AND ACTIVITIES

Saturday, October 5

Bows Are For Girls: Intro to Archery / 11:00

Ladies Guide to River Coho / 12:00

Ladies Only: Introduction to Handguns / 1:00

Conceal Carry Tips and Accessories / 2:00

The first 100 ladies to register will receive a free gift

To register email macy.bruhy@cabelas.com

or call 360-252-3535

Each seminar will have free giveaways and refreshments