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## **Cabela's set to open first New England store in East Hartford**

September 18, 2007 - Connecticut

Cabela's, outfitter of hunting, fishing and outdoor gear, will open its newest destination retail store here on Oct. 19.

The store, Cabela's first in New England, is the company's 22nd location in the country.

Cabela's stores are known as premier shopping and tourism destinations, drawing visitors from the local area and from hundreds of miles away. More than three million people could visit the East Hartford store annually, making it one of the top tourist attractions in the state.

The 185,000 s/f large-format destination is located near Rtes. 91 and 84 at the intersection of Robert St. and Silver Ln. at 475 East Hartford Blvd.

"We are thrilled that East Hartford will be Cabela's first Conn. location," said Dennis Highby, president/CEO. "New Englanders are passionate about the great outdoors, and our stores serve as a tribute to conservation and wildlife. It's a terrific combination."

The store is being built in Cabela's trademark style that showcases the best of the outdoors in a spectacular indoor shopping experience. Cabela's stores are known as topnotch educational and entertainment attractions. Equivalent to nearly three football fields in size, Cabela's is much more than a retail store and will provide unique attractions for every member of the family including:

- \*â€¢Hundreds of animals in extensive, museum-quality dioramas, including an African scene, that re-create animals in action in their native habitats;

- \*â€¢Cabela's two-story Conservation Mountain, complete with running waterfalls and stream, a trout pond and wild game in their habitats;

- \*â€¢16,000 gallon, walk-through aquarium, stocked with freshwater fish, including those native to Conn.

- \*â€¢Customers will be greeted outside by an original bronze signature sculpture. The identity of the sculpture will be revealed at an unveiling Oct. 18;

- \*â€¢2,800 s/f wildlife museum with a collection of trophy-mounts;

- \*â€¢Other highlights include a laser arcade, furniture department, gun library, general store, fly fishing shop, golf shop, restaurant, boat showroom and maintenance shop.

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