



FOR IMMEDIATE RELEASE
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Bryan Nadeau to lead Johnny Morris' conservation and nature-based attractions

Noted attraction leader brings two decades of expertise to lead national conservation-based attractions

SPRINGFIELD, Mo. – Bryan Nadeau, a seasoned leader with more than two decades of expertise managing national tourism destinations, is joining the Johnny Morris Foundation as Vice President of Conservation Attractions. In the newly created role, Nadeau will lead the operation of Johnny Morris' **Wonders of Wildlife National Museum and Aquarium** in Springfield, Missouri, and the 10,000-acre **Dogwood Canyon Nature Park** in nearby Lampe; both are not-for-profit attractions. He will also provide oversight for **Top of the Rock Ozarks Heritage Preserve** in Ridgedale.

Nadeau is a 22-year veteran of SeaWorld and Busch Gardens, most recently serving as Vice President of Operations overseeing three properties including SeaWorld Orlando, Discovery Cove, and Aquatica waterpark, which collectively host more than five million guests annually. He has also held leadership roles at Busch Gardens Williamsburg and the Anheuser-Busch corporate office in St. Louis. During his tenure Nadeau was responsible for developing and implementing several innovative guest amenities ranging from ticketing kiosks to major new attractions.



"I'm incredibly honored to lead these world-class conservation attractions and advance their mission of conservation education," said Nadeau, a Navy veteran who grew up fishing with his dad on the Chesapeake Bay. "Johnny Morris' passion for connecting people to the outdoors is unparalleled, and I couldn't be more excited to join him and help inspire everyone to protect the world's nature and wildlife."

Nadeau joins at a time when these not-for-profit conservation attractions are earning significant accolades and recognition. Following its grand opening last September, Wonders of Wildlife was recently voted as "America's number one best new attraction" by readers of *USA TODAY*. Dogwood Canyon

Nature Park, a pristine 10,000-acre wildlife reserve offering a variety of engaging wildlife experiences, continues to grow in popularity. Recent guest amenities including a new visitor center with authentic working gristmill, restaurant and education center have resulted in record attendance.

Nadeau will also contribute his expertise to Morris' other nature-based attractions including Top of the Rock Ozarks Heritage Preserve, home to the Lost Canyon Cave Trail, a self-guided electric cart tour through an Ozarks landscape and cave, and The Ancient Ozarks Natural History Museum, featuring one of the most significant collections of Native American artifacts ever assembled, and the widely anticipated opening of "The Cathedral of Nature," a 300 million year old geological natural wonder.

"Beyond his significant operational expertise managing large destinations, Bryan brings a deep personal appreciation for connecting with guests and inspiring future conservationists through amazing experiences," said Johnny Morris, noted conservationist and founder of Bass Pro Shops. "We look forward to expanding the national reach and impact of our nature-based attractions under Bryan's leadership."

Over 25 years ago, Nadeau's first trip to Bass Pro Shops took place in 1993 when he visited Springfield, Missouri to meet his future in-laws. Today, he is joined in the Ozarks by his wife and three children.

About Johnny Morris' Wonders of Wildlife National Museum and Aquarium:

Johnny Morris' Wonders of Wildlife National Museum and Aquarium consists of an all-new 1.5 million gallon Aquarium Adventure showcasing 35,000 live fish, mammals, reptiles, amphibians, and birds, and immersive Wildlife Galleries that bring visitors eye-to-eye with the greatest collection of record-setting game animals ever assembled. Created by noted conservationist and Bass Pro Shops founder/CEO Johnny Morris, the 350,000-square-foot experience celebrates those who hunt, fish, and act as stewards of the land and water. Located next to Bass Pro Shops National Headquarters in Springfield, Missouri the campus is a centerpiece of America's Conservation Capital in Missouri's Ozark Mountains. Wonders of Wildlife was voted as America's Number One Best New Attraction by the readers of *USA TODAY* in 2017. For more information, visit www.wondersofwildlife.org.

About Dogwood Canyon Nature Park:

Dogwood Canyon is a 10,000-acre nonprofit nature park in Lampe, Missouri developed by noted conservationist and Bass Pro Shops founder/CEO Johnny Morris. The park is one of the area's most popular attractions and is emerging as one of the nation's top destinations to connect with nature through engaging wildlife conservation and education programs.

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