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**Cabela's to Host Ladies' Day Out Event**  
*Sales and activities to take place in-store May 12 to May 15*

Rapid City, South Dakota (May 9, 2016) – Cabela's is helping its female customers and their families get outdoors with an expanded, four-day Ladies' Day Out event at its Rapid City location, Thursday, May 12 through Sunday, May 15.

Cabela's Ladies Day Out will offer giveaways, discounts, guest appearances, sales on outdoor equipment in a variety of categories and educational seminars and demonstrations on a wide range of products and outdoor activities.

Featured seminars and demonstrations will include:

**Thursday, May 12**

6:00pm – Beginner Archery  
7:00pm – Cupcake Chicken  
6:00-7:00pm – Fudge Tasting

**Friday, May 13**

6:00pm – The Perfect Hunting Spot  
7:00pm – Ladies, Don't Be A Victim

**Saturday, May 14**

10:00am-12:00pm – Fly Tying Essentials  
11:00am – Dutch Oven Cooking  
1:00pm – Ladies Handguns

**Sunday, May 15**

12:00pm – Survival Kit Project  
1:00pm – Casting 101  
2:00pm – Prepare For All Weather While Hiking

All seminar and demonstration attendees will receive a "VIP Badge" to present at checkout for employee pricing on in-store purchases made during the event.

Each day of the event also will feature drawings for customers to win one of two \$50 Cabela's gift cards to be given away that day. Customers can enter into the daily drawings by attending a seminar or filling out and submitting an entry postcard. Some restrictions apply.

More information about Cabela's Ladies' Day Out sales and activities can be found online at [www.cabelas.com/rapidcity](http://www.cabelas.com/rapidcity), by calling the store at 605.388.5600 or visiting the store at 3231 East Mall Drive, Rapid City, SD.

Cabela's Incorporated, the World's Foremost Outfitter® of hunting, fishing and outdoor gear, offers thousands of quality products and a fun, unique shopping experience. The company is famous for its strong brand and world-renowned reputation for delivering quality merchandise, value and legendary customer service. Cabela's also issues the Cabela's CLUB® Visa credit card, which serves as its primary customer loyalty rewards program.

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