

PUBLIC SERVICE ANNOUNCEMENT
BASS PRO SHOPS GRAND OPENING – TRAFFIC ADVISORY
WEDNESDAY, NOVEMBER 11, 2026

The Sayreville Office of Emergency Management would like to advise residents and motorists of anticipated traffic impacts associated with the upcoming Bass Pro Shops Grand Opening. Over the past several weeks, Sayreville OEM has been working closely with our local public safety agencies, neighboring municipalities, Middlesex County, and state partners to coordinate a comprehensive traffic management and public safety plan for this highly anticipated event.

EXPECT SIGNIFICANT TRAFFIC DELAYS

While a comprehensive traffic plan has been created with assistance from local, county, and state partners, residents and motorists should anticipate a **significant increase in traffic volume**, particularly in the areas of Main Street Extension and Riverton Boulevard, throughout opening day. We strongly encourage motorists who are not attending the grand opening to avoid the surrounding area whenever possible and utilize alternate routes. Those planning to attend should allow additional travel time and be prepared for traffic congestion and potential delays.

STAY INFORMED – SIGN UP FOR RAVE ALERTS!

Throughout the event, Sayreville OEM will utilize the Borough's Rave Alert Mass Notification System to disseminate important traffic advisories, road closure information, and other public safety updates as conditions warrant. **We encourage all residents to take a moment NOW to register for Rave Alerts** to ensure they receive timely notifications directly from the Borough. To sign up, visit the Borough of Sayreville's official website (www.sayreville.com) and follow the link to register for emergency notifications (scroll down/right side of page).

ADDITIONAL INFORMATION TO FOLLOW

As additional event details and information become available from Bass Pro Shops officials, Sayreville OEM will continue to share updates through our official communication channels. We appreciate the patience, cooperation, and understanding of our residents and motorists as we work alongside our public safety and regional partners to ensure a safe and successful event.

Respectfully,

Sayreville Office of Emergency Management

Preparedness • Coordination • Community Safety