

MEDIA ADVISORY

FOR IMMEDIATE RELEASE



Academy Sports + Outdoors Hosts University of Oklahoma and Oklahoma State Football Season Kickoff Celebrations at all Oklahoma locations
The first 100 customers have a chance to win great prizes including season opener VIP packages

WHO: Academy Sports + Outdoors along with Sooners and Cowboys football fans

WHEN: Saturday, Aug. 27, 2011 beginning at 8 a.m.

WHERE:

2501 S. Broadway Edmond, Okla. 73013	4261 N.W. 63 rd Street Oklahoma City, Okla. 73116
7700 South Walker Oklahoma City, Okla. 73139	2010 NW 24 th Avenue Norman, Okla. 73069
7850 S. 107 Avenue East Tulsa, Okla. 74133	6120 East 41 st South Tulsa, Okla. 74135

WHY: All Academy Sports + Outdoors locations in Oklahoma will host an OU and OSU football season kickoff celebration. The first 100 customers will receive a scratch-and-win card where prizes include season opener VIP packages, tailgating gear (grill, canopy and tailgating games), and merchandise autographed by OU Head Coach Bob Stoops or OSU Head Coach Mike Gundy. There will be free hot dogs and bottled water beginning at 11 a.m. while supplies last. Fans can also register all season long for tickets to Sooners and Cowboys home football games.

PHOTO OP: Photograph and film OU and OSU fans participating in contests to win season opener VIP packages, tailgating gear, autographed merchandise and more.

FACEBOOK: All Academy Sports + Outdoors locations in Oklahoma will host a Sooners and Cowboys football season kickoff celebration beginning at 8 a.m. on Saturday, August 27 which will give fans the chance to win great prizes.

TWEET: All @academydotcom stores in Oklahoma will host a @UofOklahoma & @OSUAthletics football kickoff celebration on 8/27. <http://on.fb.me/qwT8Ho>

About Academy Sports + Outdoors

Academy Sports + Outdoors is a premier sports, outdoor and lifestyle retailer with a broad assortment of quality hunting, fishing, and camping equipment and gear along with sports and leisure products, footwear, apparel and much more. The Texas-based company operates 134 stores throughout Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, Oklahoma, South Carolina, Tennessee, and Texas. The Academy Sports + Outdoors philosophy is to deliver an unparalleled shopping experience by providing convenience, offering a broad selection of quality products, delivering exceptional customer service and selling the right stuff at every day low prices.